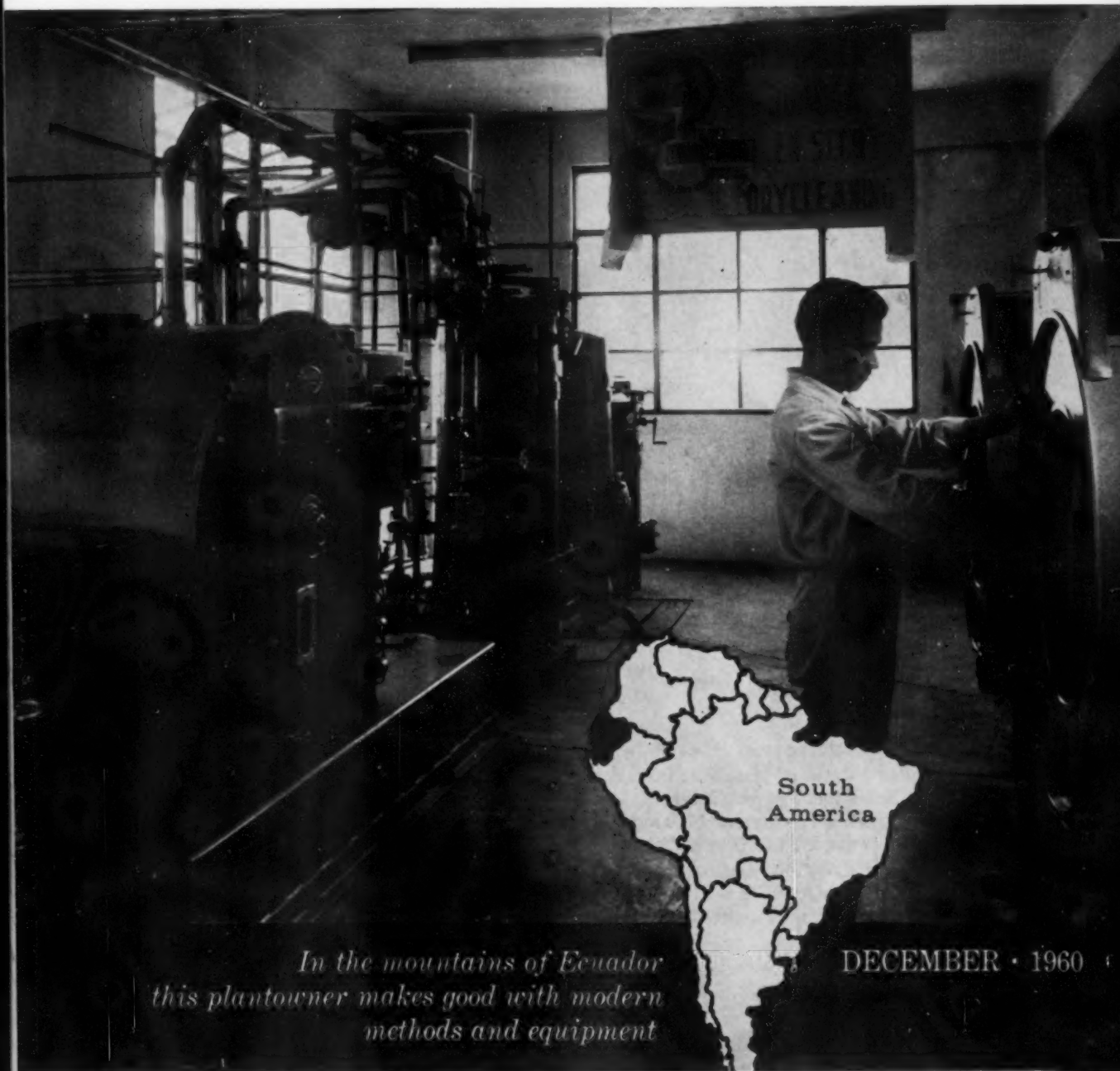


*First in
The Drycleaning
Industry
Since 1910*

THE NATIONAL CLEANER

A REUBEN H. DONNELLEY PUBLICATION



*In the mountains of Ecuador
this plantowner makes good with modern
methods and equipment*

DECEMBER • 1960



Nab 'em both!

You get Dirty Solid out of your solvent with Hyflo . . . you need Hysweet* to handle Fatty Acid (with minimum detergent loss!)*

Think a sweetener has got to gobble up "soap" . . . and profits? Not Hysweet, the new sweetener from Johns-Manville, maker of Hyflo. Hysweet rids your solvent of more free fatty acids than anything short of actual distillation. Yet your detergent loss is practically nil. Tests show savings range as high as \$510 annually in a 500-gallon charged system, as compared to weekly distillation.

When using Hysweet—after your regular Hyflo precoating, of course—soluble impurity levels as well as filter pressures are kept down longer. Naturally, you're assured of better cleaning qualities in your solvent.

Ask your Hyflo dealer for Hysweet or write Johns-Manville, Box 14, New York 16, N. Y. In Canada, Port Credit, Ontario.

Hyflo·Hysweet



*Hysweet and Hyflo trademarks Reg. U.S. Pat. Off.

JOHNS-MANVILLE



FIRST WITH THE BEST
in water repellents
FIRST IN THE INDUSTRY with a proved
water repellency test

BUCKEYE RAIN-DRY TEST KIT

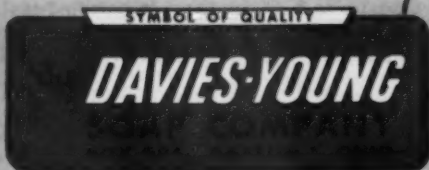
For the first time in the history of the dry cleaning industry—an accurate, effective *test kit* to analyze the right concentration of water repellency in any garment. The latest scientific advance from Davies-Young. Now you can have complete assurance that garments are returned to your customers 100% water repellent. Win complete customer satisfaction and confidence!

NEW BUCKEYE RAIN-DRY

finishes the job easier, faster, more profitably!

Dry cleaners with an eye to increased volume find Buckeye Rain-Dry a must! Gives garments an absolutely perfect protective finish against moisture and soil . . . without additional time or labor! Try this economical, easy-to-use water repellent for expert results!

See your distributor for **FREE**
BUTTON TAGS AND
WINDOW BANNERS



- ELIMINATES GUESSWORK
- GUARANTEES ACCURACY
- SAVES TIME
- REDUCES COSTLY MISTAKES
- ASSURES CUSTOMER SATISFACTION



**ORDER YOUR BUCKEYE
RAIN-DRY TEST KIT TODAY!**

The Davies-Young Soap Company
Box 995 Dayton 1, Ohio

Dear sir:

Please send me my Buckeye Rain-Dry Test Kit. Enclosed is

☐ check ☐ money order for \$5.00.

Name _____

Title _____

Company _____

Street Address _____

City _____ Zone _____ State _____

Your Buckeye Jobber's Name _____

*Economy never came
in such a choice!*

NEW FORD TRUCKS

FOR 1961

619 new models! All engineered with one idea in mind . . . economy! New Econoline models that pack bigger loads in three feet less truck length! New $\frac{1}{2}$ -ton chassis for multistop service! New "Big Six" power for 2-tonners! All at prices that give you a flying start to long-term savings on any type of truck you need. And . . . on all 1961 Ford Trucks, each part, except tires and tubes, is now warranted by your dealer against defects in material and workmanship for 12 months or 12,000 miles, whichever occurs first. The warranty does not apply, of course, to normal maintenance service or to the replacement in normal maintenance of parts such as filters, spark plugs and ignition points.



FORD DIVISION, *Ford Motor Company*,

New! Light Duty Models

The 1961 Ford Light Duty models are available with new cowl for simplified special body mounting. And look at these savings:

Save on price! Traditionally, Ford Trucks have been priced below other leading makes! Save up to \$219 on gas! Ford Sixes beat all leading competitive sixes in certified tests—scored up to 27% more mpg. That figures out to \$219 in 50,000 miles! Save up to \$150 on tires! In certified tests of leading trucks, Ford front tires lasted up to twice as long. In 50,000 miles, that can add up to \$150!

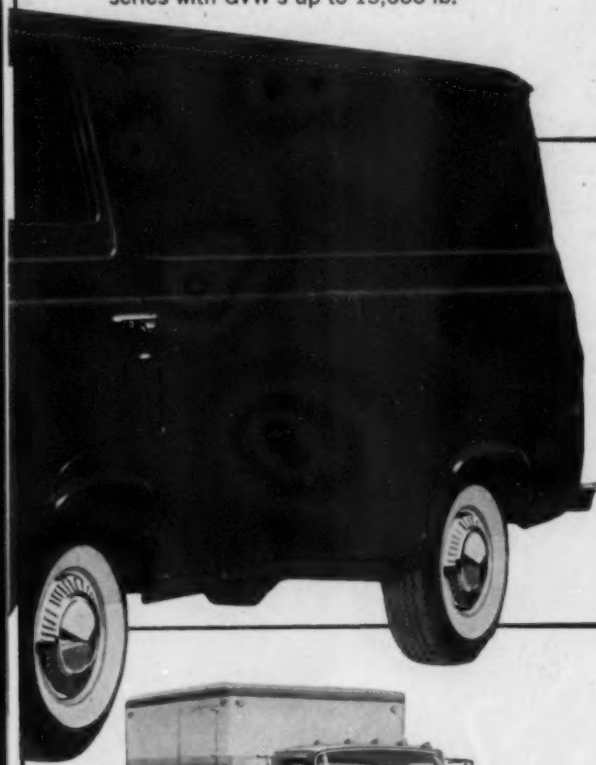
FORD TRUCKS COST LESS

YOUR FORD DEALER'S "CERTIFIED ECONOMY BOOK" PROVES IT FOR SURE!



New! P-100 Parcel Delivery

Ford's Parcel Delivery Series offer the ultimate in operating economy for door-to-door service. New ½-ton models, available as stripped-chassis units, are designed to fill the need for special 6- to 9-ft. low step-in bodies with load-space up to 250 cu. ft. Ford supplies the chassis and you select the body best-suited for your needs in four basic series with GVW's up to 15,000 lb.



New! Econoline Van

America's lowest-priced* van!

Meet a revolutionary new delivery unit that saves more ways than any truck you've known! Modern cab-forward design pares away over a thousand pounds of dead weight. It's three feet shorter over-all, yet there's as much as 57 more cubic feet of cargo space than conventional ½-ton panels. Floor is level, too—no rear engine hump! You get lively performance and proven gas economy with the popular Falcon Six!

*Based on a comparison of latest available manufacturers' suggested retail delivered prices



New! Highway-Proved Heavies

Ford's Heavy Duty models are built for unprecedented durability! Compact 102-inch BBC permits longer bodies for a given over-all length. Wide power train choice, short 28-inch front axle setting and new more durable cabs and sheet metal are typical of the advancements that add up to greater earning power for you.

New! "Big Six" Engine

More power for America's savingest 2-tonners with a big 262-cu. in. Six designed to give the durability of heavy-duty construction and the gas economy of 6-cylinder design! Available early 1961. New 2-ton toughness, too, with a stronger, heavier frame . . . new riding comfort with new, smoother-acting springs . . . and a rugged front suspension that can give up to twice the tire life of "soft" suspensions!



CLEAN CLOTHES ARE



CLEANEST WITH DICALITE

DICALITE SPEEDPLUS AND DICALITE 7 FILTER POWDERS PROVIDE BEST SOLVENT FILTRATION

Today's improved Dicalite filter powders take out *all* insoluble soil from your cleaning solvent, including dust. Garments come out fresh and bright, with a minimum of spotting or other handwork. Pressures stay low; flowrates stay high. You get longer filter runs between cleanups. Most important—in charged system cleaning Dicalite powders never cut the charge.

In addition, Dicalite 7 eliminates dusting, linting, graying and color-dulling, because it stops static troubles by making the solvent conductive. Dicalite 7 may cost you a little more, but it's worth every cent.

Your supplier can furnish you DICALITE SPEEDPLUS or DICALITE 7—just ask him.



Dicalite[®]

FILTER POWDERS

DICALITE DEPARTMENT / GREAT LAKES CARBON CORPORATION
612 South Flower Street, Los Angeles 17, California

CD-6

CONTENTS

NATIONAL CLEANER

DECEMBER 1960 • VOL. 51, NO. 12

features

- Pioneer Plant Thrives on Equator** 28
Modernity and quality pay off in South America, too
- Your Advertising Clinic** Merwin Dechter 32
Part 2. How much to spend on advertising?
- Cleaners Face Up to Coin-Op Drycleaning** Art Schuelke 35
Subscribers' response to survey shows realistic approach, no panic
- Scholarships Build Prestige** Harry Yeates 36
Community service program enhances reputation of long-established New England plant
- Compressed Air—A Growth Tool for Drycleaners** Joseph C. McCabe 44
Proper selection, installation and care of equipment
- Conversion to Drive-Through Plant Triples Sales** Tom O'Neill 48
Combined program of remodeling, new equipment and promotion gets results
- Overhead Conveyor Solves Problem** Art Schuelke 54
Mechanized equipment and ingenuity put every inch of limited space to work
- Mechanization and Systems Boost Profits in the Small Plant** 58
Laura Herrmann Porterfield
Chapter VII. Repairs and alterations add to your over-all volume
- Penthouse Answers Storage Question** Art Schuelke 72
Roof addition adds space for increasing volume and has by-product benefits
- Mad Thad's Ads** 76
Humorous approach achieves a highly successful "soft sell"
- Cleaning Requires Scientific Procedures** 82
Modern equipment must be backed up with knowledge of what, how and when to control

departments

- | | | | |
|-----------------------------|----|-----------------------------|-----|
| New Products and Literature | 8 | Legal Decisions | 71 |
| Letter From the Editor | 14 | News From the Allied Trades | 88 |
| Money Makers | 16 | People and Places | 93 |
| Trends of the Times | 20 | Obituaries | 96 |
| Gadgets and Gimmicks | 22 | Annual Conventions | 97 |
| Editorial | 26 | Advertisers in This Issue | 101 |
| N.I.D. Activities | 66 | The Customers Always Write | 102 |
| Association News | 66 | | |

MAIL CHANGES OF ADDRESS AND SUBSCRIPTION ORDERS TO:

The National Cleaner, Reuben H. Donnelley Corp., 466 Lexington Avenue, New York 17, New York.
Change of address should reach us one month in advance.

SUBSCRIPTIONS: United States and Canada, \$4.00 per year; foreign countries in postal union, \$6.00 in advance.
Single Copy: United States and Canada, 50 cents; foreign, 75 cents. Guidebook issue \$2.00.
THE NATIONAL CLEANER, December 1960. Published monthly by Magazine Publishing Division, The Reuben H. Donnelley Corporation, Executive and Editorial Offices, 466 Lexington Avenue, New York 17, N. Y. Volume 51, No. 12. Entire contents of this publication covered by general copyright 1960. The Reuben H. Donnelley Corp. All rights reserved. Entered as 2nd class matter June 1, 1945, at the Post Office, Lancaster, Pa., under the act of March 3, 1879.



Training was one of stiff problems solved at Ecuadorian plant



Call office shared in all-phase revamping to meet expanding market



"Our drycleaning is better because
we give your garments an **extra rinse**
in distilled solvent"

MYCEL

employing the micelle principle

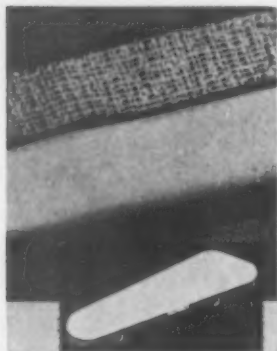
• Formula 886
• Electronic Conductivity Control
• Separate Purified Rinse

CANADIAN PATENT No. 534,730
U. S. PATENT No. 2,913,893

Your counter girls speak with pride and conviction about the consistently superior cleaning produced by Conductivity Control and your separate purified rinse.

R. R. STREET & CO. INC. 561 W. MONROE ST. CHICAGO 6, ILL.

NEW PRODUCTS *and literature*



New Concept Grid Screen

The "Pip" grid screen introduced by Con-Tex, Inc., consists of a combination of heat-resisting fabrics and fine wire screening. Among the advantages claimed by the manufacturer for the new grid screens are: vacuum can be applied with pressing machine head locked without causing shine, moiré or markings; low temperature of screen affords safety for all fabrics and more comfort for the operator; fast blanket of steam eliminates markings.

For additional information: Con-Tex, Inc., 11 Ionia, S.W., Grand Rapids, Mich.



Hot Spray Gun

This new Hot Spray Spotter Gun mixes steam with Adco's Nox-Spots to give improved spotting results with no fogging or unpleasant odor.

The new gun is lightweight, stays cool in use and is said almost to eliminate wetcleaning.

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention THE NATIONAL CLEANER.

It is valveless with no moving parts. The company is offering the new gun free with the purchase of 8 gallons of Nox-Spots.

For more information: Adco, Inc., 900 W. Main St., Sedalia, Mo.

About Coin-Op Cleaning . . .

A bulletin on coin-operated cleaning, discussing the possible attitudes and courses cleaners can take on this problem, has been issued by APCO, manufacturer of petroleum solvents.

For a copy of Bulletin No. 83, write C. A. Gault, APCO, Liberty Bank Bldg., Oklahoma City 2, Okla.



New Pillow Processor

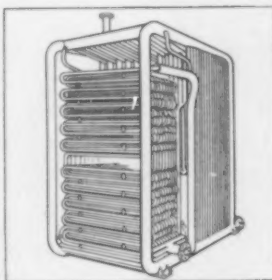
The Miller Pure Pillow Processor, developed by Canadian drycleaner George Miller, is available for purchase or on a lease plan. Operative power is a domestic vacuum cleaner that tumbles the feathers over a filtering screen while exposing them to the sterilizing and deodorizing effects of ultraviolet rays and ozone.

For additional information write: George Miller, 358 Dundas St., Woodstock, Ont., Can.

Gross Star Hose

Flexible hose is now being sold under the Gross Star label. Gross Star Flexible Hose is manufactured to precise cleaning plant specifications. It is supplied as original equipment or for replacement and is suggested as an emergency spare to avoid shutdowns.

For additional information: L. Behrstock Co., 1706 S. State St., Chicago, Ill.



New Boiler From Germany

Developed by Dr. I. H. Vorkauf and Associates, Berlin, Germany, a patented high temperature boiler has been licensed for sale and manufacture in the United States. The Cornertube Boiler uses a new concept in forced circulation to achieve a capacity of from 4 million to 50 million B.t.u. per hour. Temperature range is from 300° F to 450° F. Firing units are available.

For more information: Bros Incorporated, Power Division, 1057 10th Ave., S.E., Minneapolis 14, Minn.

Washex Bulletin

Technical Bulletin SB-141 is a six-page bulletin describing the technical features of the Washex laundry washer-extractor. A formula comparison chart for heavily soiled white work and a chart for savings in wash-room labor are included.

For copies write: Washex Machinery Corp., 192 Banker St., Brooklyn 22, N. Y.



Grease and Paint Remover

G & P is a new formula grease and paint remover for all garments and delicate textiles. The prespotter contains no fatty acid and is said to flush

free on the spotting board, requiring no drycleaning reruns.

For additional information: Warco Laboratories, 13609 S. Normandie Ave., Gardena, Calif.



New Shirt Unit

Ace-O-Matic shirt unit is said to produce up to 45 shirts per operator per hour. The 1-girl unit can be converted to a 1½- or 2-girl unit as business increases. The unit includes (top left and right) the Model CCA collar and cuff press and the Ace-O-Matic front, body and yoke press. Also included are (bottom left and right) the Model SCA cabinet sleever and the Model FFA semi-automatic shirt folder.

For more information: American Cleaners Equipment Sales, Cincinnati 12, Ohio. Ask for catalog A-AJ 314-402.



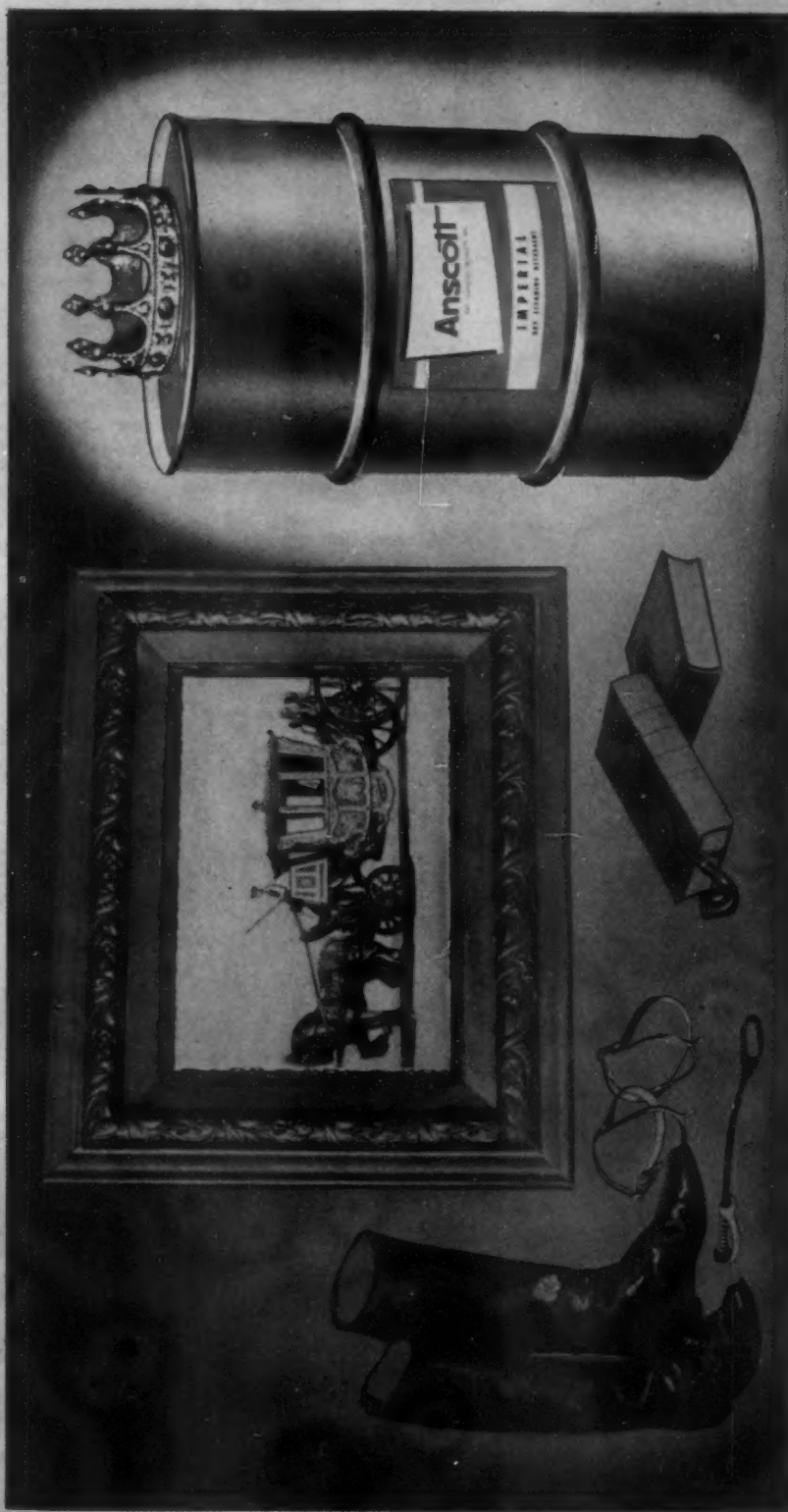
Flameproof in Wheel

Stamford Flameproof is designed to be injected into the solvent in the wheel to flameproof an entire load. The product is said to effectively flameproof fabric without subsequent deliquescence and efflorescence.

For additional information: The Stamford Chemical Company, 45 Jefferson St., Stamford, Conn.

Route Salesmen's Aid

A Route Salesman's Guide to Women has been prepared and published by *The Ladies Home Journal* to aid route salesmen in dealing with the woman of



CARRIAGE TRADE QUALITY . . . modern pace

The days of individual craftsmanship are NOT over. You can still achieve "carriage trade" quality with Anscott's Imperial.
IMITATED BUT NOT DUPLICATED!

NON CLASSIFICATION • NON LINTING • NON ELECTRIC



Anscott DRY CLEANING PRODUCTS Inc.

P. O. Box 566, Industrial West, Clifton, New Jersey

- BOSTON
- NEW JERSEY
- PHILADELPHIA
- CHICAGO
- PUERTO RICO



**NO
MORE
HUSH-
HUSH!**

Each day brings production closer on our new RCA WHIRLPOOL coin-operated drycleaner. Tests show it will fulfill the greatest expectations of the trade and the public.

Here is opportunity . . . before committing yourself, be sure to see the RCA WHIRLPOOL. You'll agree it was worth waiting for.

RCA Whirlpool

COIN-OPERATED DRYCLEANERS

Products of WHIRLPOOL CORPORATION

**COMMERCIAL LAUNDRY & DRYCLEANING DIV.
ST. JOSEPH, MICHIGAN**

Use of trademarks RCA and RCA authorized by trademark owner Radio Corporation of America

the house. The suggestions are slanted to a woman's viewpoint. Reading time for the booklet is said to be 15 minutes. The magazine picked routemen connected with a Sanitone franchise to illustrate its suggestions.

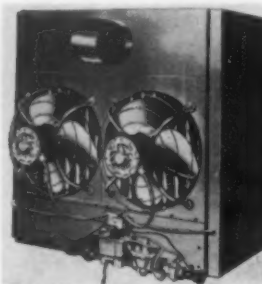
For more information: Sanitone Division, Emery Industries, Inc., 4200 Carew Tower, Cincinnati 2, Ohio.



New Recovery Unit

Econ-O-Perk Model 31 solvent recovery unit contains a 300-pound carbon bed and features a single knob control for both dampers on the upper panel. The condenser, water separator and rag can are an integral unit of stainless steel. A double inlet connection to the new twin-fan vapor collection system is said to permit smaller ducting to the machine and floor. The machine also has two lint traps. The Model 31 may be converted to the larger Model 61 in case of future expansion.

For more information: Detrex Chemical Industries, Inc., 14331 Woodrow Wilson Ave., P. O. Box 501, Detroit 32, Mich.



Larger Size Unit Heaters

Kisco Boiler & Engineering Company has added to its line larger gas-fired unit heaters, ranging up to 300,000 B.t.u. All heaters have thermostatically controlled automatic gas burners, aluminized-steel heat exchangers. Stainless-steel heat exchangers are also available.

For descriptive literature,

write the company at 2400 DeKalb St., St. Louis 4, Mo.

Clothing Carousel

Dow Chemical Company has expanded its educational program on clothing management for consumers called "Your Clothing Carousel." The program is designed to provide information about drycleaning to school and adult club groups.

A kit for drycleaners to use in their own communities features a film strip, suggested talk to use before consumer groups, discussion outline, wall chart of the drycleaning process, and three consumer-oriented booklets on wardrobe planning, buying and care. Dow plans to continue promoting the program through consumer media, exhibits and personal contact. A merchandising campaign is also geared to the basically noncommercial program.

For more information: Dow Chemical Company, Midland, Mich.



Water Repellent

Sahara Instant Water Repellent, a viscous, low-odor repellent, is said to dissolve in most solvent temperatures, impart a soft "feel" to all fabrics and leave no odor on the fabric.

For more information: Anscoff Dry Cleaning Products, Inc., P. O. Box 566, Industrial West, Clifton, N. J.

New Spray Spotter

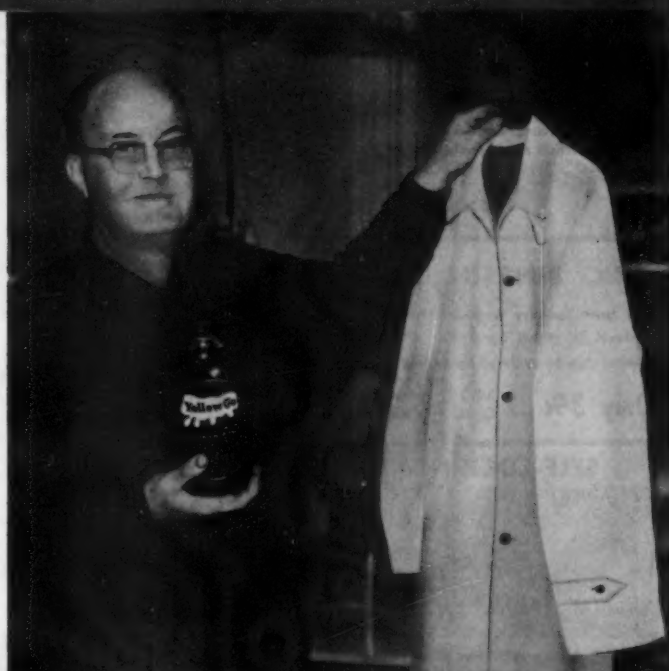
Boot, a new spray spotter, is said to give maximum spot removal on natural fibers and synthetic hydrophobic and wash-and-wear fabrics. Redeposition of soil and clinging odor are said to be eliminated. A special deal which includes a stainless-steel pressure tank is being offered.

For more information: Wallerstein Company, Division of Baxter Laboratories, Inc., Wallerstein Square, Mariners Harbor, Staten Island 3, N. Y.

Continued on page 93

Clear up dye-stained car coats

with YellowGo[®]



...the safety stripper that you control

It's a mess when car coat linings bleed through and stain the outside. But *YellowGo* makes it easy to remove these dye fades without separating the lining from the coat. You can use *YellowGo* safely on colors and off-whites because it works *cold*, lets you control its action from start to finish. Just immerse garment, complete with lining, in a *YellowGo* bath . . . or, if stain is small, treat it on the board. You'll find plenty of other uses for *YellowGo* too - on black buckram, button rings, confetti, corsage and similar dye stains - so order a bottle from your jobber today. Or, better still, ask for the new WILSON DRYCLEANER'S STAIN REMOVAL KIT containing *YellowGo* and five other needed stain removal aids.

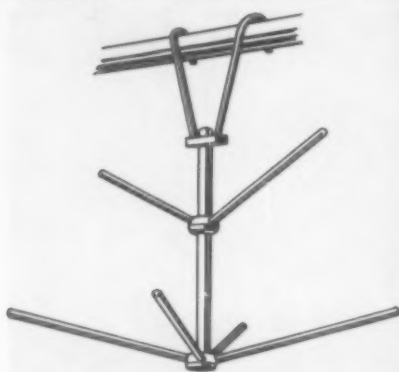
FREE "How-to" SHEET No. D-5 tells exactly how to take dye fades from car coats. For a copy write A. L. WILSON CHEMICAL CO., Kearny, N. J.

A. L. WILSON CHEMICAL CO.
KEARNY, NEW JERSEY



are our only business

Introducing the SPIDER-T Clothes Tree



Placed within easy reach of presser, the Spider-T holds large quantities of pants, skirts, shirts, etc. Keeps garments wrinkle free. Does away with pants horse. Economical because it speeds up production, saves time, space and extra handling. Rotates 360°. Sturdy construction, chrome finish.

Price Only \$9.95

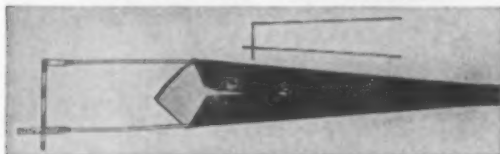
TWO PENS IN ONE

For both laundry and drycleaning. Ink guaranteed to stand up under all types of solvents, charge systems, bleaches etc.

Only 39c

\$4.30 per dozen
Counter Chain, 39¢

SELF-LOCKING TIE FORMS

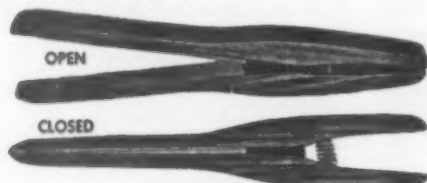


No. 1 Prong type for ties with center stitch \$4.95



No. 2 Closed type for open center ties \$5.95

Both forms are self-adjusting at any point. Both are ideal on press or finishing board. To end all your tie finishing problems, you need both these fine tie forms.



Grips and holds coat vents firmly in place while garment is being finished on coat machine or Adjusta-Form. Leaves no imprint. Cuts finishing costs.

Only \$3.00 each or \$5.50 a pair.

**Sold by Drycleaning and Laundry Jobbers
Throughout the World.**

See Our Exhibit, NID Convention, Philadelphia, Feb. 1-5, Booths 373-374

NEWHOUSE SPECIALTY CO. INC., 3827 San Fernando Road, Glendale 4, Calif.

NEW ALL-PURPOSE MARKING PEN — KD-7 INK FORMULA
NEWHOUSE NO. 1 ALL-PURPOSE DRYCLEANING AND LAUNDRY MARKER



Pat. No.
3-730-497

**NEW MAGIC
IRON SHOE \$11.95**
with Stainless Steel Liner
And More Holes

For Cissell, Dryce, Patrick, G E and others. Special new design base with more holes. Smooth gliding, self-lubricating. Presses any fabric on right side—no shine, no wrinkles. Money Back guarantee.

Iron Stand \$1.50



**TEFLON
SPOTTING NOSE**

For Cissell Boards

New perforated Teflon with stainless steel frame. No more snagged garments on broken screens. Withstands acids and alkalis—no more contact stains. For long, trouble-free service, replace your present screen with new Teflon nose.

\$10.95

Replacement Screen \$7.95



REEL GARMENT HOLDER

Trouble free thumbrelease. 5 ft. nylon cord. For ironing and spotting boards. 75% faster.

Only

\$3.95

"The Reel
Does It"



**STANDARD
SCALE BASKET ... \$79.50**

16" x 18" x 32" heavy gauge steel wire basket with removable plastic liner. Capacity 60 lbs. Steel carriage with 3" ball bearing casters. Weight figures are reflected in magnifying mirror and plainly visible without stooping.

Replacement Liner \$4.95

**SEND FOR
FULL LINE CATALOGUE**

ECONOMY HANGING SCALE

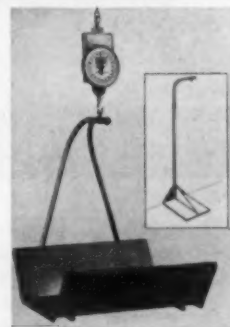
Ideal Scale for selling service by weight. Heavy gauge metal basket. Attractive scale graduated to pounds and half pounds. Approved by Dept. of Weights and Measures. Capacity up to 100 lbs.

Scale and basket as shown **\$45.00**

With stand add \$16.50

Scale alone \$22.50

Basket alone \$24.00



WOOD INSULATOR



For Cissell Sleeve. Protects and trebles the life of sleeve bag. Fits into and shapes shoulder without puffing or padding. Immediate steam with completely diffused moisture. Cuts bag costs 50%.

Complete with Collar, Only \$3.45



for crystal clear solvent . . .

SUPER-KARB®—Pennsalt's new super-adsorptive activated carbon for solvent clarification

Here's the *visible* solvent purity control you need for quality cleaning. SUPER-KARB's extra clarifying power—proved in laboratory and plant—gives you:

- Exceptional dye removal—see the speed and efficiency with which fugitive dyes are removed . . . how clear your solvent stays with SUPER-KARB.
- Superior fatty acid removal—prove it yourself, with any standard fatty acid test kit.

Assure yourself of the sparkling solvent necessary for quality cleaning . . . use SUPER-KARB every day. For accurate, easy use, it's packed in 1-pound white bags that prove its cleanliness in handling. Order SUPER-KARB today from your Pennsalt distributor.

Laundry and Dry Cleaning Dept.

PENNSALT CHEMICALS CORPORATION

East: Three Penn Center, Philadelphia 2, Pa.

West: 2700 S. Eastern Ave., Los Angeles 22, Calif.

*Super-Karb is a trade-mark of Pennsalt Chemicals Corp.

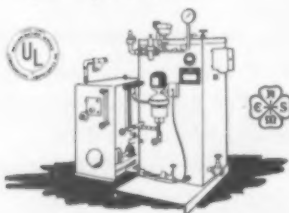




ARE YOU AT THE "CRITICAL POINT" IN STEAM CAPACITY?

Then consider these matchless advantages of a Pantex "Speedyelectric" package steam generator! Easily installed right in your work rooms (no flues or stacks needed). Steam at the flick of a switch (no noise, odor or heat discomfort). Unique electrode principle generates steam as needed — uses electricity only as steam is used. Ideal for holiday or week-end needs — or anywhere that steam costs a premium.

- 98½% efficient
- Completely safe — no heating elements to burn out
- More boiler horsepower per square foot



Full range of sizes. Get the facts fast — WRITE DIRECT TODAY TO —

Pantex
MANUFACTURING CORP.
Box 660, PAWTUCKET, R. I.

D-481

LETTER from the editor

A salesman points the way

IT HAS BECOME fashionable of late to criticize ourselves as Americans. According to some we are in the age of the "goof-off." The Great American Ailment includes such symptoms as indifference, the desire for maximum returns with a minimum of effort.

Farmers want price supports, business wants regulations and tariffs to restrict free enterprise, we're losing out to Russia . . . and so the stories go. Many plantowners complain that good salesmen are impossible to find.

Well, let me tell you, it ain't necessarily so on any of these points. By and large, the salesmen in our industry are all right. They could be better with some training and guidance by management. But that's another story.

I want to tell you about a particular salesman who expresses himself on how he feels about his work and his opportunities, an attitude that is shared by hundreds in his profession. The man in question is Lester A. Schlup, Jr., who runs route 14 for Sterling Laundry of Washington, D. C.

Mr. Schlup's local weekly paper, the *Advertiser*, features a column by writer "Tar" Paulin. A couple of his articles talked about the need for a return to rugged individualism by Americans. It prompted Lester to write the editor on how he felt and the letter itself became the "column" in the September 21 issue. Here are some of the pertinent things Lester A. Schlup, Jr. had to say:

" . . . As a route salesman for Sterling Laundry of Washington, D. C., I can assure you that there are those still about who prefer the more traditional concept of free enterprise. Though I am competing

on my route with 19 or more other companies, all of us knocking at doors in quest of laundry and dry-cleaning, I certainly do not expect or desire subsidization . . .

"Our greatest asset is opportunity. No one tells me that I must only work eight hours. The harder I work, the longer I work, the more chance I am afforded not only to acquire the necessities of life but also to jump ahead . . .

"There is nothing more truly glorious in the process of earning a living than the feeling that you are meeting the world on its own terms, taking the good with the bad, and have stood the test. It is exciting . . .

"Each man needs to search his own soul. And the first premise upon which he can build that particular house in which he wishes to live is the fact that he is an American. And the second part of the foundation is that as an American he has freedom . . .

"He has the freedom to succeed and the freedom to fail, financially speaking. But whether it is either, he has still had the chance to marshal all his virtues, eschew his vices, and be in the running . . .

"A man, an American, can wear patched pants and still look the world in the eye, happily, if he knows that he has participated to the fullest in the process of living. The value is in him, not in what he owns or doesn't own . . ."

Everything that Mr. Schlup says is a tremendous reminder to all Americans of a priceless heritage. Perish the thought that we should ever default. As long as we have salesmen, production workers and management with such an attitude, we never shall. Your battle is not yet won, Mr. Khrushchev.

Art Schuelke

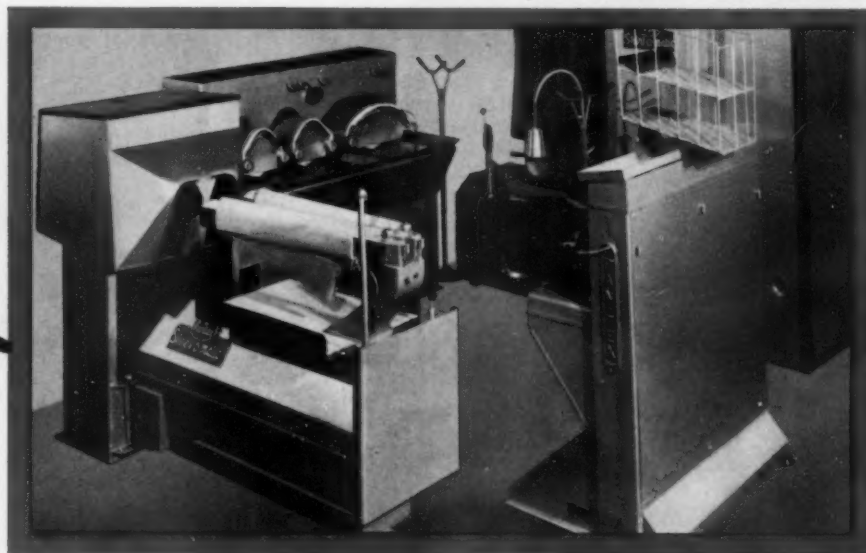
REPRINT SERVICE FOR OUR READERS—Please write promptly if you want reprints of any article appearing in this issue. Cost is \$13 per 100, one side of a single sheet; \$21 per 100, two sides of a single sheet (8½ x 11). Additional 100's at \$1.70, one side; \$1.90, two sides. Minimum order is 100 reprints. For reprints in color or reprinted spreads or folders, please write for prices and additional information. All prices F.O.B. Lancaster, Pa.

Address the Editor: THE NATIONAL CLEANER, 466 Lexington Ave., New York 17, N. Y.

AT! LAST!

A CABINET SHIRT UNIT that gives you—

✓ TOP SPEED ✓ HIGHEST QUALITY ✓ FINEST OPERATOR PRODUCTION



THE Pantex CABINET SHIRT UNIT

featuring the Modern Design "Sleeve-o-matic"

- Convenient, horizontal, table-level loading • Sleeves expanded automatically • Measuring device stays set for all shirts of similar length (no constant re-setting!) • Finishes both open or closed front shirts • Only one movable head per sleeve — fewer moving parts!

A high-speed, high production unit that turns out shirts of unbelievably fine quality all day long, day after day! Designed and engineered by Pantex to save time at every operation — without sacrifice of quality details. Requires only minimum floor space. Completely flexible operation — with simplified operator training.

Now — before you risk one cent of investment in any shirt finishing equipment, check the greater overall economy of this new Pantex Cabinet Shirt Unit. See it demonstrated or write for full details, *today*.

Pantex

PANTEX MANUFACTURING CORPORATION
PAWTUCKET, R. I.

NEW YORK • CHICAGO • ATLANTA • KANSAS CITY
IN CANADA: PANTEX MANUFACTURING (CANADA) LTD., MONTREAL

0-478

MONEY MAKERS



Cleaning! Cleaning! Cha Cha Cha...

Still another great public relations idea has been conceived by Irv Hackerman of D. Hackerman & Son, Inc., of Pikesville, Md. He came up with a thought that tied in that drycleaning plant with the famous Arthur Murray Dance Studios.

The past summer he spotted an Arthur Murray bus converted into a mobile studio and arranged to have

it stationed in front of his plant on a given afternoon. He had 600 invitations printed at the small cost of some \$12 and distributed these for pass-out by some 70 local merchants.

Free dance lessons and demonstrations were given for an afternoon, scheduled between 2:00 and 4:30 p.m. Over 150 people turned out for the show. Because of the enthusiasm

of the crowd, the program carried on until after 8:00 p.m. There was no charge to the plant for the bus or the instructors.

The bus was parked directly in front of the cleaning plant. On the sidewalk Irv set up a picnic table, complete with sun umbrella and several chairs. He also provided free coke to the "students," disposing of over seven cases of soft drinks.

As an added tie-in, the ladies dress shop next door to the Hackerman plant provided dresses for the girl instructors. Irv feels that the more stores one gets into the act, the better.

For very little money, he came up again with a different idea that generated a lot of interest and publicity. As Irv says, "Do the unusual, don't be afraid." It pays off.

USE VIKING

the simple
high vacuum pump...

...and
get
ALL
these
features



- Holds a high vacuum
- Does not heat solvent
- Quiet operation
- Fast self priming
- Does not block up with lint

For complete information write for Bulletin BQ, pages 9-10



VIKING PUMP COMPANY
Cedar Falls, Iowa, U.S.A. In Canada, it's "ROTO-KING" pumps
Offices and Distributors in Principal Cities. See Your Classified Telephone Directory



Year-Round Salesman

A clever calendar idea brings repeat business 12 months of the year for Pircio Cleaners of Ossining, New York. Each month is on a separate 6-by-11½-inch sheet with a seasonal four-color picture at the top.

The bottom portion of the calendar is a coupon offering a 25-cent discount on any garment brought in for cleaning during the calendar month. The coupon is perforated so that it can be removed without damaging the calendar itself. The plant reports it helps to get customers into the habit of dealing with the firm on a steady basis.



Spotless

The real test of a solvent is its performance on your difficult pieces. PerSec[®] excels in this respect. Time after time, deep-soiled whites and light pastels come from your tumbler as pass-ups . . . spotless.

The reason . . . rigid quality control in mid-America's newest and most advanced production facility — plus a highly effective stabilizing agent that preserves the crystal purity of PerSec[®] and protects your equipment down to the last drop of use. That's why more good cleaners day by day are standardizing on PerSec[®] . . . the perchlorethylene solvent of custom-made quality for the finest professional dry cleaning.

PERSEC[®]

In the blue plaid drum!

FRONTIER CHEMICAL COMPANY

division **VULCAN MATERIALS COMPANY** Wichita

HUNDREDS of PETROLEUM

VIC KOMET GIVES YOU A BIG

14.54 CUBIC FOOT
CYLINDER

VIC

automatic

KOMET



ONLY THE VIC KOMET...

- has a 14.54 cu. ft. cylinder! (Compare this with any other 50-pounder!)
- has a 3000 gal. tubular filter, 91.6 sq. ft. (Other size filters available.)
- has split tank construction for two-bath operation, which is built to prevent intermingling of the two solvents. One-bath operation has single tank.
- has Vic's handy Solvent Level Control (Optional) that washes lightly and heavily soiled articles at any preset level.

... and when combined
with the

Mileage Booster*

... your Solvent Costs go down to 1/3c
or less per lb. of Quality Dry Cleaning!
We'll be happy to show you how! Write
*Patented

There are mighty good reasons why hundreds of petroleum dry cleaners have changed over to synthetic cleaning! Since Vic created the amazing Mileage Booster, which actually pulls valuable perc back out of the air, *solvent cost has been reduced to about 1/2¢ a pound.* But that's just one reason—others are concerned with the large capacity and improved performance of Vic's NEW AUTOMATIC Equipment. Like the Komet 50 pounder shown here, and the Century 100 pounder pictured on the opposite page.

Ask us to send you case histories showing the experiences of dry cleaners formerly using petroleum, who changed to synthetic and are glad they did!




If you care—you'll compare and buy

MANUFACTURING COMPANY

1313 HAWTHORNE AVE. • MINNEAPOLIS 53, MINN.

DRY CLEANERS HAVE CONVERTED TO SYNTHETIC CLEANING!

—and this is why

 EQUIPMENT WILL CLEAN BETTER, FASTER, AT
LESS COST PER POUND — CHOOSE THE . . .
VIC CENTURY 100 POUNDER or/VIC KOMET 50 POUNDER!



**THE VIC CENTURY . . . FEATURE FOR
FEATURE THE LARGEST, FINEST DRY
CLEANING MACHINE EVER BUILT!**

- The only really complete synthetic dry cleaning system in the world today!
- Huge 45" x 28" cylinder—a full 25.8 cubic feet! Easily handles 100 lbs. per load.
- Huge 5000 gal. filter, high performance Solvent Saver, and Automatic Muck Transfer System.
- Exclusive Vic variable solvent level control for efficient, economical operation.
- Available in single or two bath systems.

. . . and when combined
with the

Mileage Booster^{*}

. . . your Solvent Costs go down to 1/2c
or less per lb. of Quality Dry Cleaning!
We'll be happy to show you how! Write

^{*}Patented

SAVE LABOR, SPACE AND INSURANCE TOO!

Modern Vic equipment, like the Century or the Komet, in combination with the Vic Mileage Booster, will not only clean better, faster, and at less solvent cost per pound . . . it will also show you important savings on labor, space and insurance. *You'll save labor*, because of easier maintenance cost, and completely automatic operation . . . *you'll save space* because these machines offer maximum capacity in amazingly small square footage, *you'll save on insurance* because all Vic equipment is Underwriter Laboratory approved, and equipped with latest safeguards. **MAKE US PROVE THESE STATEMENTS!** Ask for case histories of dry cleaners, large, medium and smaller, who have switched over, with Vic, and are happy with the results!

FOR MORE INFORMATION, WRITE DEPT. NO. ND-204



If you care—you'll compare and buy
MANUFACTURING COMPANY
1313 HAWTHORNE AVE. • MINNEAPOLIS 53, MINN.

TRENDS of the times

Fires Up in '59: The National Fire Protection Association has reported 11,300 deaths by fire for 1959. The value of property destroyed increased \$160,000,000 over the previous year. This made 1959's fire record the worst in history.

Fire cost industry almost \$184,000,000 last year, a \$1,300,000 increase over 1958. Losses in stores and other mercantile buildings totaled more

than \$101,000,000, an increase of about \$6,000,000. Heading the list of building fire causes is defective or overheated cooking and heating equipment. Second principal cause is careless smoking and disposal of matches, which started 159,300 fires destroying \$75,560,000 worth of buildings. Defective or improperly used electrical wiring and equipment caused losses of \$193,220,000 in 122,-

000 fires. Rubbish provided both fuel and a starting point for 57,000 fires at a cost of \$21,000,000.

#

Winter Truck Safety: The National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill., has issued a new safe driving booklet for truck drivers, "Keep Rolling With Safety in Winter Weather." The booklet outlines the six major hazards of winter driving, such as increased braking distances and the effect of temperature on starting and stopping. Use of tire chains is discussed and urged. An 11-point checklist of essentials for preparing vehicles for winter driving is included.

#

More Coupon Trouble: The owner of a Honolulu, Hawaii, cleaning plant recently signed a contract with the promoters of a "bonus coupon book" for not more than 1,000 to 3,500 coupon books. When the cleaner found that he was getting more coupons than he could honor, he investigated. He claims that 5,000 books have been printed and that more than 3,500 are in circulation. The cleaner hopes to get \$60,000 from those extra books. That's the amount he's suing for.

#

Fighting False Advertising: The Association of Better Business Bureaus will undertake a national program to fight false and deceptive advertising and to strengthen business self-regulatory procedures by January 1.

The basic idea is to promote local truth-in-advertising programs by trade and industry groups in Better Business Bureaus and other groups across the country. Backing the program will be the Association's Declaration of Responsibilities To Improve Public Confidence in Advertising and the 10-Point Fair Practice Code for Advertising and Selling.

#

Fatal Robes: A 72-year-old justice of the British Columbia Appeal Court died when a sleeve of his dressing gown touched an electric hot plate and caught fire. The robe, made of lightweight, loosely woven viscose rayon, was called by the coroner as inflammable as a sheet of newsprint. The National Fire Protection Association considers this type of burning accident common.



People talk to people better with Aerotron **SLIMLINE** two-way FM radio

In the cleaning industry, AEROTRON's Slimline two-way radio cuts expenses and opens new avenues of profit. Made by the world's largest exclusive manufacturer of mobile two-way radios, the SLIMLINE is the most compact, high-performance two-way FM radio in the world. It's just 4 1/4 inches high, 11 inches wide and 8 1/2 inches deep and weighs only 8 lbs., 11 oz. One richly styled case holds everything including loudspeaker. Ruggedly constructed, it mounts snugly under the dash of any vehicle. Price only \$395. Write today for complete details without obligation.



YOU'RE YEARS AHEAD WITH

AEROTRON

AERONAUTICAL ELECTRONICS, INC. / RALEIGH, NORTH CAROLINA, U.S.A.

DRY CLEANERS AGREE!

Production rates increase

with

SHELL SOL 360 and 36

That's the up-to-the-minute report from dry cleaners coast to coast. Increased production rates are obtained *even at lower tumbler temperatures* because:

1. Evaporation is faster.
2. Deodorization is faster.
3. Finishing is faster.

Both Shell 360 and 36 meet all Stoddard Solvent specifications. They are approved by the National Institute of Dry Cleaning and classified by the Underwriters Laboratories, Inc.

ALSO AVAILABLE

SHELL SOL 105—
Regular Stoddard Solvent

SHELL SOL 140 and 14—
where 140° F. flash point
is required



SHELL OIL COMPANY

50 WEST 50TH STREET, NEW YORK 20, NEW YORK
100 BUSH STREET, SAN FRANCISCO 6, CALIFORNIA





ERIE WHISTLE TIMER

The Automatic Shut-off Signal that Pays for Itself!

Avoid excessive washing, extracting, drying time . . . move more loads, faster . . . save finishing time . . . insure better quality . . . with easy-to-install Erie Whistle Timers. Piercing whistle is heard over all machinery noises. Won't run down, but continues until equipment is shut off. In a few weeks or a few months, your savings have paid for the low initial cost . . . and you continue to save.

★ A USER REPORTS

"Since these whistle timers were installed, we have increased poundage by at least 10%, with less hourly labor than before. They have eliminated our problems with over-extracting and excessive tumbling." Boy View Dry Cleaners, 2681 S. Kinickinnic, Milwaukee.

Check These Features

- Fool-proof! Just turn knob to desired operating time — and forget it!
- Operator can't disregard piercing whistle, which continues until equipment is shut off.
- 3 models (0-5 min., 0-30 and 0-60 min.) for extractors, washers, dryers.
- Easy to install on any brand of equipment. Threaded 3/4" pipe size for compressed air line.
- Covered by written guarantee.

Write for Details Today!

ERIE Manufacturing Co.

4000 South 13th Street
Milwaukee, Wisconsin

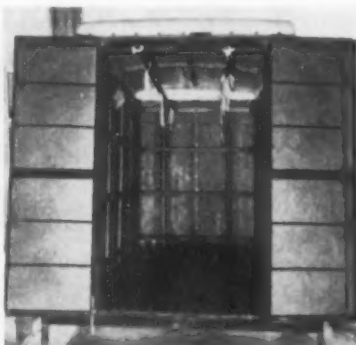
GADGETS and gimmicks



Double-Duty Bins

Plantowner Jim Gallagher of Gallagher Cleaners, Merced, California, dislikes tables around the plant because they become catch-alls. But he also knows that temporary work surfaces are useful.

Here he shows how such surfaces are improvised. Plywood panels with cleats on the bottom side are positioned on top of wooden trucks when needed. As soon as they have served their purpose the tops are removed and stacked against a wall, out of the way. It helps keep the plant neat and orderly.



Shuttle Trailer

A cargo trailer of the type available from rental agencies is used by Bob Layne for shuttling drycleaning at Layne Cleaners, Murfreesboro, Tennessee. It can be hauled behind either

the route truck or Mr. Layne's car, and is used specifically for shuttling to Sewart Air Force Base and to the nearby state college. It enables Bob to pick up several large orders, such as household items, without tying up the regular driver and his truck.

The trailer also serves as a standby in case the one truck has to go into the garage or is otherwise made unavailable.

It is a single-axle two-wheel unit with cargo space approximately 4 feet wide, 8 feet long and 5 1/2 feet high. There is room for two garment rails. Because of the forward slope of the trailer, even when hitched, garments tended to slide to the front. This was cured by tying coil-type door springs along the tops of the garment rails.



Price Yardstick

Here is a solution to erratic pricing procedures. Pride Cleaners of Chicago, Illinois, uses a simple price guide, designed by owner Roy Brown.

On the measuring device, the prices for different length garments and different types (children's jackets, men's short coats, etc.) are typed in between the dark horizontal dividers.

The counter girl need only hang the garment next to the guide to read off the proper price. This eliminates the differences in judgment of counter girls and those quick, arbitrary "just about" decisions. Customers are no longer irritated over being charged a different price each time they bring in such garments.

GREETINGS

to you and yours at

Christmas

May the New Year
bring you good health
and prosperity



Caled Products Company, Inc.

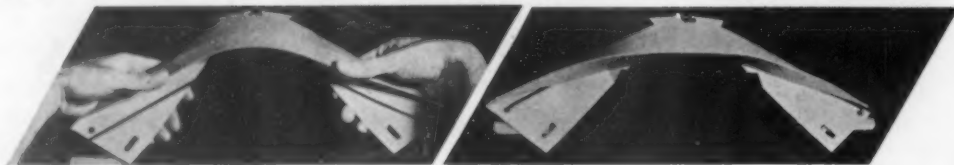
Brentwood, Maryland

Look, Dear—No Creases!



THE CLEANER USED *Contour*
U. S. PAT. 2,872,091
TIME SAVERS NEW HANGER GUARD

YOUR CUSTOMERS EXPECT IT . . . ASK FOR IT!



ORDER THRU YOUR
FAVORITE JOBBER



TIME SAVERS, INC.

83-99 WALNUT STREET
MONTCLAIR, NEW JERSEY



CISSELL

ARCH AND ENGINEERING

What's Behind the Door?

Big things are going on at

the Cissell Manufacturing Company, Inc.!

Your jobber will have the news! Consult him soon!

EDITORIAL

Missing a Bet?

If you read this column regularly, you are well aware of our stand on route sales—that we firmly advocate this service. Customer surveys have repeatedly proven that just about half the people prefer to deal with route salesmen.

Another important fact is that generally these customers and prospects are in the upper-half income group which buys some 75 percent of all drycleaning sold in this country.

Now the latest Cost Percentage Bulletin (A-41) released by the National Institute of Drycleaning reveals a very interesting trend among its member plants.

The proportion of total sales from routes for 1959 was reported at 49.07 percent. In 1958 the figure was only 43.39 percent. This is a gain of nearly 15 percent.

By contrast, plant sales fell off from 40.87 percent in 1958 to 38.47 percent last year. The reduction in branch-office sales was even more severe. They went from 13.17 percent in 1958 down to 10.46 percent in 1959.

There are some cleaners who feel that route selling is a nuisance, that salesmen are hard to find, to train, to keep. Costs of trucks, of bookkeeping are a deterring factor, they say. And all of these things are true. But on the other hand, nothing about operating a business is easy.

Whether this group of cleaners like it or not, customers like route service. They will not let the tail wag the dog. If their present cleaner doesn't want to be bothered with routes, these customers will find someone who does.

An NID consumer study a few years ago revealed that two out of five customers were unhappy with their present cleaner for one reason or another. And further, that 30 percent of these people changed cleaners as the result of route salesmen's calls.

Now that coin-op drycleaning is a reality, it's high time to reevaluate route selling. If you are in it, do it more aggressively than ever before. If you are not running routes, by all means get into this service.

Our recent coin-op conference held by this magazine in New York City brought out the fact that industry experts feel that strictly cash-and-carry plants will feel the pinch of coin-op cleaning the most. Offer your customers the convenience of route service. Don't miss a bet!

Happy holiday! It's been a hectic year. Politics have taken a great deal of the nation's attention over the past several months. The meetings at the United Nations in New York have had things in a turmoil.

Then, too, there have been thousands of words printed in this and other publications about the advent of coin-operated drycleaning. Yet, despite all the ex-

ternal distractions and those within the industry, most of you take time out at this time of the year to reflect on your good fortune over the past 12 months, to think about the fellowship of mankind.

It even happens to editors! We wish you a happy holiday season and the most prosperous year ever in 1961. May all your troubles be little ones.

Edward B. Wintersteen, Executive Manager
Arthur F. Schuelke, Editor and General Manager

Lou Bellew, West Coast Editor
Gerald Whitman, Associate Editor
Harry Yeates, Associate Editor
Galina Terr, Managing Editor
Rollin Nelson, Presentation Editor
Joseph C. McCabe, Engineering Editor
Louise Mazza, Don Johnson, Editorial Assistants

Thomas J. Hanly, Business Manager
Frank L. Mack, Circulation Manager
Walter H. Fredricks, Promotion and Research Manager
Catherine A. Carroll, Production Manager

Richard M. Copeland, General Advertising Manager
Edward W. Korbel, Advertising Director
Kenneth R. Harris, Midwestern Advertising Manager
Joseph M. Boniecki, Midwestern Representative
Hugh Hollyday, Los Angeles, Representative
Dave Zander, Los Angeles, Representative
William Smith, San Francisco, Representative

VOLUME 51, NO. 12.

Published monthly by the Magazine Publishing Division, The Reuben H. Donnelley Corporation, 466 Lexington Avenue, New York 17, N. Y.

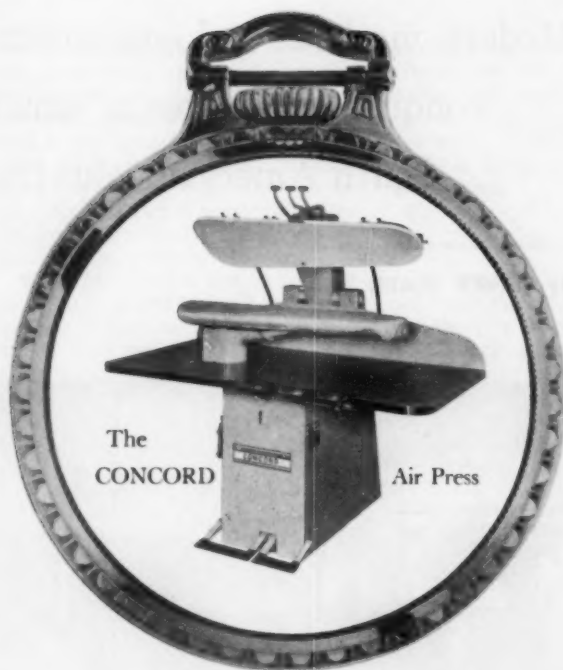
David L. Harrington, Chairman of the Board; Gaylord Donnelley, Vice-Chairman of the Board; Carliss E. Frank, President; Edward A. O'Rourke, Operating Vice-President; Fred C. Ash, Secretary-Treasurer and General Counsel; Karl G. Clement, Controller.

New York Executive, Editorial and Advertising Offices, 466 Lexington Avenue, New York 17, N. Y. Telephone: ORegon 9-4000.

Chicago Editorial and Advertising Offices, 59 East Van Buren Street, Chicago 5, Illinois. Telephone: WAbash 2-7738.

West Coast Editorial Office, 4743 Collis Avenue, Los Angeles 32, California. Telephone: CLinton 7-4410.

West Coast Advertising Representatives: Smith & Hollyday, 22 Battery Street, San Francisco 11, California. Telephone: YUkon 1-1299, and 5478 Wilshire Boulevard, Los Angeles 36, California. Telephone: WEbster 8-0111.



The
CONCORD

Air Press



The
REVERE

Foot Press

The presses that turn novices into pros...in nothing flat!

They're so fast. So easy to use. So productive!

Almost immediately, inexperienced pressers begin to turn out top-quality work at exceptionally high rates of speed. Just think how much easier this makes the job for a real *pro*!

Try a Concord or a Revere soon. See for yourself how the smooth, fast, shock-free action makes pressing a breeze. See how convenient controls make every movement quick and easy. Most important, see how unusually simple design, with fewer working parts, makes maintenance a snap, virtually eliminates costly downtime.

Whether you prefer an air press or a foot press, American is your best buy. Ask your nearby American distributor to arrange for you to try the Concord air press or the Revere foot press soon. Or mail the coupon for complete information. You get *more* from American.

you get *more* from **American** 

American Cleaners Equipment Sales ACE 31
Cincinnati 12, Ohio

Please send complete information on:

☐ Concord Air Press ☐ Revere Foot Press

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

MAKING PEOPLE drycleaning-conscious is a major problem for plant-owners everywhere. But starting a business in a small and backward South American country required perseverance and skill beyond the ordinary of Kurt Mueller, who operates La Quimica cleaning plant in Quito, the capital of Ecuador.

When Mr. Mueller opened his first plant 20 years ago he was faced with revolutions that periodically disturbed the economic conditions of the country, public apathy towards drycleaning, and a lack of trained workers. In spite of these problems he has increased his volume many times. At this point he operates with the main plant, a downtown call office and four routes in Quito, plus a branch plant and four stores in the port city of Guayaquil. He is planning to increase capacity by at least 50 percent in both cities to handle the expected increase in volume.

Some 15 years ago **THE NATIONAL CLEANER & DYER** carried a story about this inexperienced European refugee who opened the first drycleaning plant in Ecuador, in the city of Quito 9,000 feet above sea level. Since then Mr. Mueller has adopted methods of operation that put him in a class along with the most modern and best organized drycleaning plants in the United States.

A look at his customers indicates the various markets serviced by La Quimica. The most important groups are American, English, French, Dutch and Swiss; the members of the embassies, legations and consulates; practically all refugees from Europe; high officials, often including the frequently changing President of the Republic, high army officers, industrial and business people. On the other hand, customers also include the poorly paid

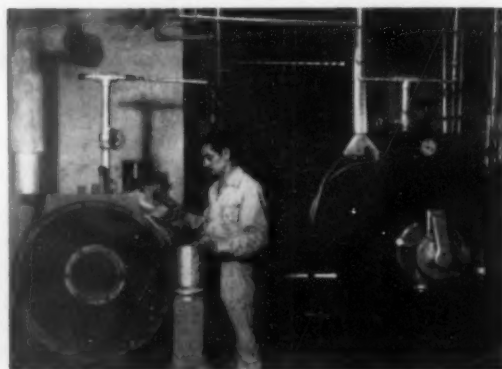
Pioneer plant

Modern methods and equipment
conquer challenges of small
South American country

By **HARRY YEATES**



Quality control starts at marking and pre-inspection counter



With equipment and parts difficult to obtain quickly, maintenance is watchword at La Quimica. Boiler room is equipped with auxiliary unit for emergency use in case of breakdown

Modern equipment improves efficiency in silk-finishing department

thrives on equator

middle-class people who recognize that plant services will save them the purchase of new, relatively expensive garments, or at least will postpone such a purchase. Sometimes Indians bring in their handwoven, brightly colored wide skirts and shirts to have the color renewed. Among this group having a garment drycleaned means sacrificing an entire week's pay.

When Mr. Mueller settled in Quito in 1939 he rented a small, primitive building located in an enormous garden of more than 30,000 square feet. After making small additions and changes to the building, he opened the first drycleaning plant in the country. At the same time, a call office was opened in the best section of the city, a few steps from the governmental palace and next to Quito's largest hotel. To transport work from the plant to the store, Mr. Mueller bought a secondhand delivery van.

Considering the living standard of the country, Mr. Mueller set up an above-average price structure. Of course, there was nothing on which to

base a comparison. But he decided to charge from 80 cents to \$1 (U. S. money) per garment. Today, with increases in the cost of living all over the world, he has raised his prices to \$1.50 to \$1.80, depending on the type of garment.

One-price battle won

At first, Mr. Mueller met with considerable opposition; in many cases people were shocked at the prices he was asking. According to the plant-owner, many customers tried to bargain, offering half or even less than the prices he had established. "We let the people go but did not lower prices one penny," says Mr. Mueller.

Today it is generally understood that customers cannot bargain at La Quimica, and the public has become used to the prices. People have learned to be confident that prices are justified by the quality of work produced in the plant.

Through the years business continued to prosper. Eventually Mr.

Mueller purchased the property on which the drycleaning plant was located.

In January 1957 he took a giant step with the opening of a call office in the port city of Guayaquil on the Pacific Ocean, a considerable distance from Quito. Garments from the branch store were packed in cartons and shipped to the main plant by plane. Customers paid the air freight charges to transport their clothes back and forth on a three to four-day schedule. However, because of this loss of time Mr. Mueller decided to activate the branch. Today, La Quimica also operates four branch stores in Guayaquil. Volume has tripled since the new equipment was installed.

Training employees to be good workers was a long and difficult task. In the beginning it meant that Mr. Mueller had to personally teach the local workers how to operate equipment, how to finish garments, plus the many other technical aspects of operating a drycleaning plant. In direct opposition to the widely held opinion



Signs explaining operation of each department were used during twentieth anniversary open house by plantowner Kurt Mueller, in foreground



Four modern trucks operate out of Quito plant. Lettering at left of plant insignia reads "Laundry-Drycleaning"; at right "Our heart (pictured) is in our work"

that Ecuadorian workers are below par, Mr. Mueller says that he is now completely satisfied with his staff. About 40 people are employed in both plants.

Providing better pay and offering fringe benefits never before known in that country have resulted in better employee morale. A case in point—Mr. Mueller provides uniforms for all his employees. To date over half of his employees have been at work in the plant for 10 to 15 years—verifying the fact that people consider him a good employer.

In addition to the main plant, La Quimica operates with one downtown call office and four routes in Quito. The latest equipment is used in both plants, including steam-air finishers, offset presses, washer-extractors, spotting boards, automatic boilers, stills. Both plants operate on a two-bath, 4 percent charged system with electronic controls.

One of the plantowner's greatest achievements rests in the fact that during the past 20 years of operation he has never suffered a single machinery breakdown. This is especially

important because as a rule it takes at least two months to get spare parts from the United States. It involves import licenses and a lot of red tape . . . all requiring precious time that could put him out of business if the equipment wasn't operating on a year-round schedule.

Mr. Mueller keeps an inventory of essential parts in stock at all times. He stresses the importance of his skilled mechanics whom he trained himself. He emphasizes that—when it comes to machine repairs—he is sometimes forced to find solutions through relatively primitive means.

Several years ago the plantowner switched from a six-day week to a five-day week—a practice generally unheard of in Ecuador. On Saturdays, however, all machinery is cleaned, greased and repaired in accordance with Mr. Mueller's prefixed plans. The immaculate production department indicates how important good housekeeping is considered.

About 15 percent of over-all plant volume is done in dye work. During the first few years of operation the dye department was a very important part of plant business. It did a great

Continued on page 40



Compact arrangement of wool-finishing units afford enough room to expand when plant hits capacity



Alteration department on raised platform makes it easier for operators to lift garments on and off conveyor

Prespotting techniques parallel modern methods used by many plants in United States





HOW to get work out ON TIME

Maintaining delivery schedules and meeting demands of cash-and-carry customers actually start with classifications in the cleaning room. Loads can't get through together when pieces are in two or three different washers or tumblers.

With Sanitone 30-90*, lot systems really work because lights and darks can be cleaned together. With fewer classifications and no problem of fiber transfer, the same cleaning room equipment handles more poundage often in less time.

Throughput is improved in every department. Most important, more pieces per lot get to assembly **TOGETHER**.

But, don't take our word for it. Ask for a **FREE** demonstration in your own plant. Learn how Sanitone 30-90 —

- allows fewer classifications, produces more full loads per hour.
- keeps spotting and wet cleaning to a minimum, no lint problem.
- makes for faster, easier finishing, fewer pop-ups.
- assures faster assembly. Loads come through together.



In Canada:
EMERY INDUSTRIES (CANADA), LTD.
635 Nelson St.
London, Ontario

Simply write to:

SANITONE DRY CLEANING SERVICE

A Division of Emery Industries, Inc., Carew Tower, Cincinnati 2, Ohio

**Patents Pending*

*Practical answers to
your questions on*



How much to spend on advertising?

By MERWIN DECHTER

How much money should I spend on advertising?

There are two ways of deciding your advertising expenditure. (1) Decide on a percentage figure of your anticipated gross sales, or (2) decide on a sum of money that you will invest in advertising.

How does that lump-sum system work?

You figure that you can spend a certain amount of money for your advertising—say \$2,000 for the year—and you plan your advertising program accordingly.

Is this an effective method?

Yes, it will help you and probably do the job. Its best feature is that you can decide what you can afford to invest in actual dollars and cents, and can consider the money in terms of fixed expense. Then, too, it will save time and energy in computing percentage figures.

Do you recommend this system?

Not necessarily. Its disadvantages may cause trouble in advertising planning.

How can it cause trouble?

For one reason, once you have deci-

ded on a fixed sum for advertising, your planning cannot be too flexible. You are hampered by making your ad budget a constant factor in a situation of changing conditions.

When is this system a good one?

Its most effective use is in planning to get additional business.

How does that work?

Suppose you would like to increase your volume by \$5,000. Because most of your other overhead and fixed expenses would remain the same (labor, rent, fixtures, utilities), the only additional cost for this other business would be investment in supplies and attracting more customers. Therefore, you can plan to invest \$2,000 or more

—just to bring in the new business. In following years—having built the new volume level—your advertising expense need not be as great and the new profits you would reap soon would show you the investment was a wise one.

If I use the percentage method of determining my advertising budget, what percent should I use?

There is no perfect answer to that question. You, in fact, are the best judge. Recommended percentage for drycleaners is about 5 percent. This figure may vary up or down depending on your competition, rates for advertising, size of community, and your annual volume in sales.

Continued on page 56

Advertising Analysis #2 . . .

Small space advertising can be effective!

But it has to be used to entice customers. The best way is to tell the customer something nice about herself—show her how she can benefit from your services.

The headline to this ad is so negative and leaves such a poor thought with the reader, why should she read the rest of the message?

There is so much to be said for the services offered by this cleaner, why not stress one of them in the headline?

DON'T be a "Slave" . . .



to Bad Appearance!

No need to "take a beating" from Bad Appearance when Quality Cleaning, expert finishing, and Free MOTHPROOFING will enable you to "take on all comers." Give us a trial — we know you will be pleased.

Pick-up and Delivery Service

**CLEANER'S NAME
HERE**



fine fabrics deserve finest quality cleaning



fashion award dry cleaning with

MANITOWOC

QUALITY IS ALWAYS IN FASHION



Your prime customer — Mrs. American Homemaker — is as conscious of quality cleaning as she is of today's fashion trends. And the dry cleaner who doesn't give her the quality she can recognize, just doesn't get her repeat business.

Some dry cleaning machines might give you top quality cleaning . . . if you have the time and patience, and can afford to devote your entire personal attention to every little detail of operation. But, with a Manitowoc system it's a different story. Once you push the start button, automatic quality control takes over.

QUALITY CONTROL NO. 1 — No other perchlor still on the market has the exclusive features of Manitowoc's "No-Surge-Over"™ Still. Surging-over and foaming-over of contaminated solvent during distillation positively cannot occur. You benefit with faster deodorization and the finest solvent conditioning for crystal-clear, pure solvent.

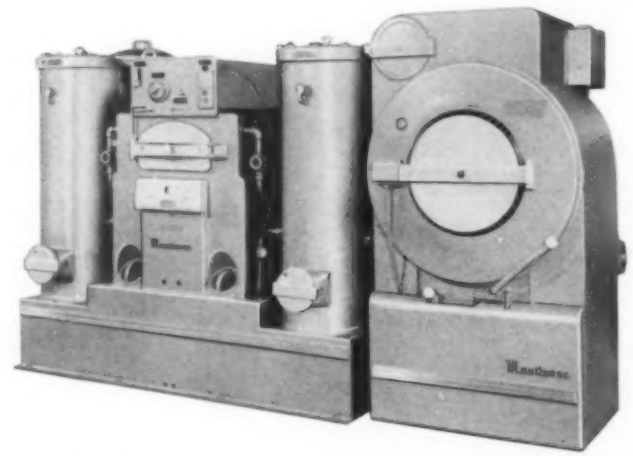
QUALITY CONTROL NO. 2 — To guarantee the finest filtering action, there is the Manitowoc tubular filter. Monel metal screen tubes provide the greatest possible filtering area, and eliminate pressure build-up. A handy 4-way valve is an integral part of the piping for a quick visual check of solvent condition during backwashing, filtering and blow-down of muck. Backwash action becomes automatic after just one setting of this valve.

QUALITY CONTROL NO. 3 — When it comes to true 2-bath performance, there's never been anything to match Manitowoc Diverti-Flo. A simple, effective interlock that makes it impossible for wash and rinse solvents to intermix, Diverti-Flo is a primary factor in extending the life of expensive synthetic solvents.

QUALITY CONTROL NO. 4 — Manitowoc "Fluff-Aire" super-speed tumblers are matched to the capacity of the cleaning unit. Garments come out odorless, unwrinkled — ready for minimum finishing. Prime surface copper coils in the condenser (not inefficient fins) make for the highest solvent reclamation.

There is a Manitowoc "Fashion Award" dry cleaning system ideally suited to every size business and every location. See how you can improve the quality of your cleaning . . . send the coupon now or call your helpful Manitowoc jobber.

*Pat. Pend.



SINGLE BATH PERC SYSTEMS		TWO BATH PERC SYSTEMS	
<input type="checkbox"/> 35 - 40 lb. capacity	<input type="checkbox"/> 35 - 40 lb. capacity	<input type="checkbox"/> 35 - 40 lb. capacity	1
<input type="checkbox"/> 50 - 55 lb. capacity	<input type="checkbox"/> 50 - 55 lb. capacity	<input type="checkbox"/> 50 - 55 lb. capacity	
		<input type="checkbox"/> 70 lb. capacity	

☐ PETROLEUM SYSTEMS ☐ FINISHING EQUIPMENT

NAME _____

TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

MANITOWOC

MANITOWOC ENGINEERING CORP.
 (A subsidiary of The Manitowoc Company, Inc.)
MANITOWOC, WISCONSIN



Cleaners face up to coin-op drycleaning

Magazine survey reveals cleaners ready to accept new development

By ART SCHUELKE

AS A FOLLOW-UP to the coin-op drycleaning roundup of industry leaders sponsored by this magazine, the September issue of *THE NATIONAL CLEANER* carried a questionnaire. It asked the same questions posed to the panel that gathered in New York City in June to discuss this new development.

As we go to press over 200 people in the field have responded. They have taken time out of their busy days to fill out and mail the form. And scores went beyond that. They wrote letters detailing more fully why they answered as they did.

It is refreshing to note that the answers of you many people corroborated what came out of the original New York discussions. (Essentially the same questions were asked of readers as of those who came to the New York conference.)

For example, one question asked, "What action should cleaners take concerning coin-op drycleaning?" Better than 77.5 percent of the respondents said that cleaners should await developments. About 19 percent said that cleaners should jump on the bandwagon, while about 3 percent said to ignore the whole thing.

When the same question was asked of the original panel, 70 percent recommended a "wait and see" attitude. A similar response came up in connection with the question, "Which type of plant will be the most affected by coin-op cleaning?" Over 75 percent of the respondents felt that cash-and-carry plants would feel the impact of this new development. Just about 9 percent thought that routes would notice the difference and the balance were undecided. The original group voted 81 percent that cash-and-carry

plants would be affected and 6 percent thought routes would feel the pinch.

However, unlike the New York conference, there was wide divergence of opinion as to whether or not the coin-op cleaning would open a new and untapped market. The reader vote went 39.5 percent that a new market would develop. Some 40 percent felt that it would not, while the remainder were uncertain.

Those at the open forum voted predominantly that a new market would develop. The final score was 87 percent "aye." In other areas, the reader response followed the same pattern as did the conference group.

Effect on regular volume

As to how much additional volume would accrue to the over-all drycleaning market, some 37 percent of respondents felt that this new development would add 25 percent to industry volume. Another 42 percent thought the gain in revenue would be closer to 5 percent and still another 12 percent of people answering felt there would be little or no gain. The balance of answers ranged anywhere from 10 percent to 100 percent gain.

An outstanding majority felt that the use of coin-op cleaning would increase the acceptance of the fully finished service of the professional cleaner. The vote was better than two to one. Some 65 percent against 31 percent thought customer acceptance would grow. The other 4 percent weren't sure.

There was a similar preponderance of opinion against whether customers would shift from professional cleaners to coin-op plants. Better than 59 per-

cent felt cleaners would retain their present volume. Some 22.7 percent thought there would be a loss, with the balance undecided.

And like those who attended the New York conference, you who responded to our questionnaire did not feel that "clean only" was the answer to this new development. Some 76 percent voted against clean-only, while less than 30 percent favored this idea as a solution.

The idea of "clean and steam" tried by a few plants around the country met with even less favor. Here the vote against such a practice was 79 percent opposed against only 10 percent in favor. The balance of respondents were undecided.

Another question asked was which type plant would be most affected by coin-op cleaning. An overwhelming majority said the low-priced plants were vulnerable. They ranked two to one over medium-priced plants and ten to one against top-price operators. Obviously, the low-priced operator can expect some rough competition.

Along these same lines, we asked a leading question. For those of you who may have missed the questionnaire in the September issue, here it is. We asked, "The report of the August issue of *THE NATIONAL CLEANER* said that cleaners who give quality, service, treat customers right, run a neat plant and advertise won't be adversely affected by coin-op drycleaning. Do you agree?"

Those who agreed were three to one ahead of those who felt this wasn't a factor. As in the case of most questions, there was very little vacillation. On this one again less than 5 percent voiced no opinion.

What did the survey prove? First, that there is a substantial number of cleaners who do more than just read the magazine. They are so concerned for the welfare of the industry, so wrapped up in its future that they did take the time to fill out a detailed questionnaire.

Above and beyond that, a high percentage wrote out additional information to the questions asked in the survey. And the frosting on the cake is that the grass roots of the industry, cleaners large and small from every part of the country, concurred with the thinking of the industry leaders who met in New York last June.

With that kind of attitude drycleaners need have no fear of the future. They are ready to meet any challenge, with their eyes open. They are prepared. # #

Scholarships build prestige

Student awards,
other promotions
add to this
plant's acceptance



Scroll was presented by Miss Dillon to students who won scholarship awards

Rear entrance off city parking lot will be used to lure customers through plant after decorating project is completed in production rooms



By HARRY YEATES

A GOOD PUBLIC RELATIONS program will bring about an increase in business for the plantowner who knows how to use it. And nobody is more qualified to do just that than Frances Dillon, owner of Dillon Cleaners, Lowell, Massachusetts.

Some time ago Miss Dillon set up the Dillon Scholarship Fund for the benefit of boys and girls in her community. The plan was established for youngsters in high schools or schools of equivalent standing who wanted to supplement their education with study in an accredited college, trade or industrial institute. The scholarships were divided into five denominations,

the first for \$150, the others for \$125, \$100, \$75 and \$50. Miss Dillon deposited certified checks in a local bank to cover the awards.

How did the plan work? Any boy or girl attending a public or private high school in greater Lowell was eligible. Only two other requirements were necessary, according to Miss Dillon: A good moral character, in the opinion of teachers, principals or family pastors, and scholastic grades acceptable to an institute of higher learning.

Information about the program was discussed by the route salesmen when they called on Dillon's regular customers. (About 60 percent of over-all

volume is done on the plant's five routes.) "We had to get the parents interested in the plan and let them sell the idea to their teen-agers," said Miss Dillon.

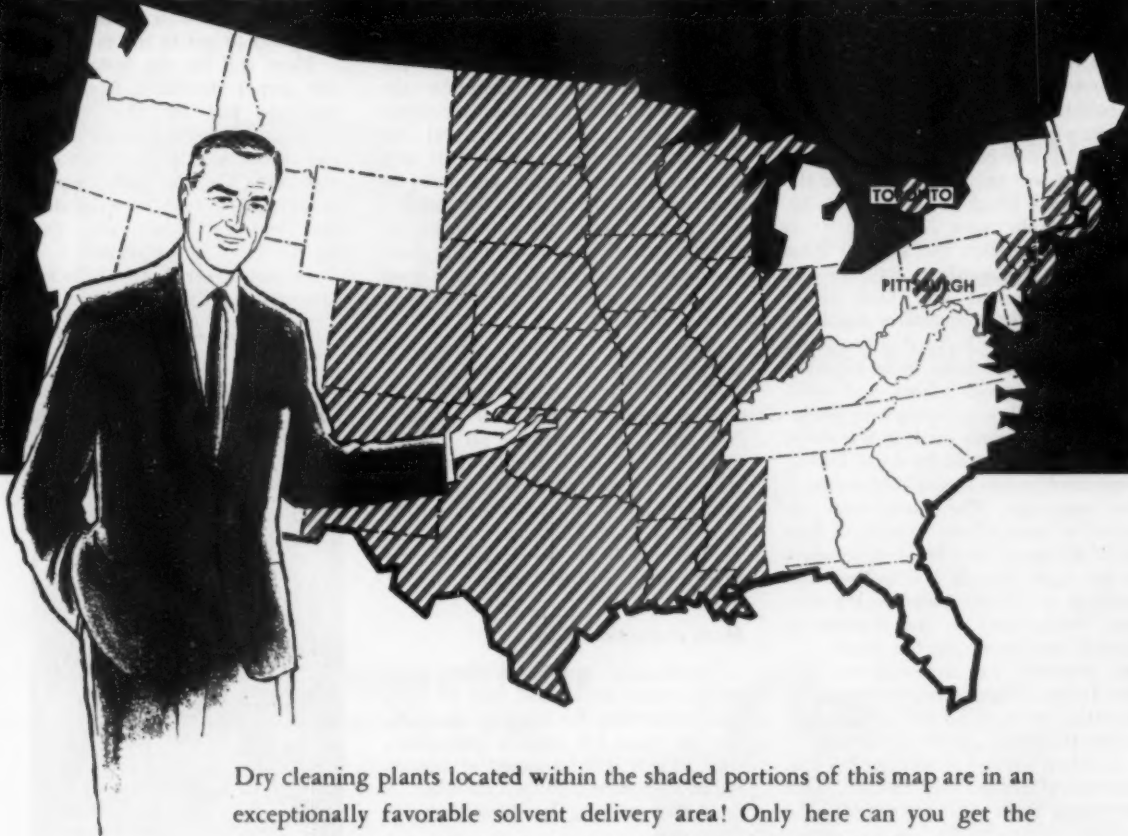
Applicants registered at the main plant or branch store. Students interested in trying out for a Dillon Scholarship award gave their name, address, school, grade, teacher, name of parents or guardian and the date of signature. Contestants received 50 ballots and 50 copies of a promotional brochure explaining the program. These were distributed to families, neighbors and friends of the contestants with the hope that they would vote for them.

Minimum tie-in

Contestants signed their name in the space marked "pupil" on each ballot. The name and address of the voter were also included. The student kept the top section of the ballot and left the rest with the voter. Contestants were also asked to give a copy of the promotional brochure to each voter. The name of Dillon Cleaners appeared on the promotional piece. This was the only tie-in, however, that Miss Dillon used to promote the name of her cleaning plant.

The voter filled in the ballot with his name and the date he voted for a candidate. Anyone submitting a dry-cleaning order of \$2 or more was eligible to vote for a candidate. Route salesmen picked up the votes every

Is YOUR Plant Located Here?



Dry cleaning plants located within the shaded portions of this map are in an exceptionally favorable solvent delivery area! Only here can you get the ONE solvent line that gives you ALL THREE of these vital advantages;

- 1—Makes you entirely competitive in 1-HOUR SERVICE
- 2—Gives you the HIGHEST QUALITY attainable
- 3—Makes you a COMPLETE dry cleaner—no "farming out" of items with plastic ornaments, delicate fabrics or dyes that bleed easily

APCO Deodorized Petroleum Solvents are the most revolutionary dry cleaning solvents from APCO Research since the early '20s when Anderson-Prichard produced the first Stoddard-type safety solvents.

Call your APCO Solvents man now, about ANY of the fine APCO Petroleum Dry Cleaning Solvents. His name will be supplied upon request.

DEODORIZED APCO 125
DEODORIZED APCO 140
STOD-SOL • 140-F.



ANDERSON-PRICHARD OIL CORPORATION • OKLAHOMA CITY, OKLAHOMA

time they stopped for orders. The third section of the ballot was kept by the voter as a receipt and indicated that a vote had been cast.

Contestants left additional supplies of ballots with each voter. Every time a voter gave a drycleaning order or picked up a finished order at the call office, he was entitled to vote for the youngster of his choice.

Contestants were encouraged to pick up new ballots and sign for them in person at the plant. Ballots were carefully counted and filed under each contestant's name after drycleaning orders were tabulated at the plant. Of course, contestants were required to maintain good school and community records.

Oversize counter cards in the shape of a scroll, designed by Miss Dillon, were displayed in the call office during the campaign. The plantowner received a tremendous amount of free publicity from civic leaders, teachers in the high schools and enthusiastic students who participated in the contest. Newspapers in the community carried articles about the plan . . . and everyone was aware of the fact that Dillon Cleaners was instrumental in setting up such a worth-while project for the young people in the city.

Another type of promotion has also established the name of Dillon Cleaners among residents of the city. During

the week the local radio station conducts a quiz program originating from the city square. (The plant is a block away.) Dillon Cleaners sponsors the show twice a week. Passersby are asked to furnish questions concerning drycleaning and fabric care, and Dillon's supplies the answers. Gift certificates for drycleaning are given to everyone who participates. Miss Dillon has received much favorable response from customers who listen to the show regularly for household tips on good grooming, rug and drapery care and similar subjects.

"Radio and newspaper advertising work best for me," commented Miss Dillon. "In fact, I spend approximately 5 percent of total sales on these two types of advertising on a year-round basis." Each month the plant features a special service—such as a two-for-one sale, a pillow-renovating promotion, a box storage campaign. Special emphasis is placed on the plant's hand-finished service.

More promotion plans

Thoroughly convinced that good public relations is one way to keep up a reputation for quality, Miss Dillon has plans for another promotion. This time it will be aimed at attracting more business to the call office. A municipal parking lot at the rear of

the plant affords space for 700 cars. Motorists must walk around the cleaning plant to get to the main street.

Plans call for the installation of a red carpet stretching from the back entrance just off the parking lot through the cleaning room to the front call office. A sign above the entrance will read "Get the Red Carpet treatment . . . save yourself some steps. . . See for yourself how your garments are processed in the plant."

As part of her campaign to improve service Miss Dillon recently installed

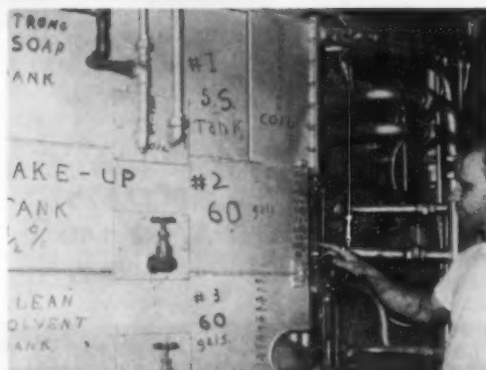


Fitting room off call office provides space for customers to fit garments altered free of charge

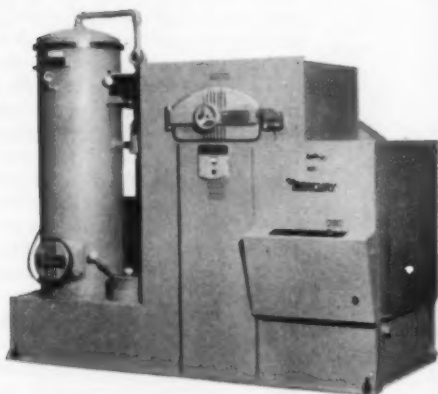


Quiz show sponsored by Dillon Cleaners in town square focuses attention on fabric care

Instructions on back of new cleaning unit simplified operator's duties



MODERNIZE NOW WITH MERCURY NUMATIC "50"



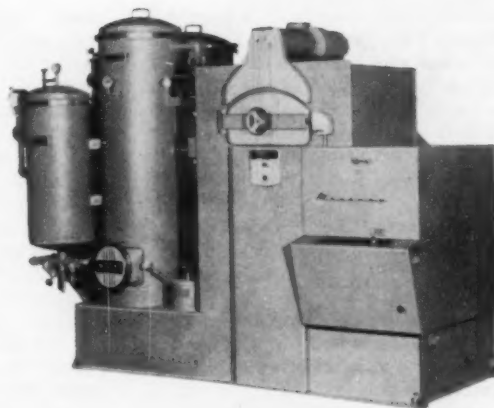
Petro "50" uses 140-F or Stoddard PETROLEUM SOLVENT

- Dry load capacity 44-50 lbs. per load.
- Fully automatic . . . 1-bath or 2-bath.
- 2000 GPH Monel Tubular Filter; with backwash.
- Marlow Centrifugal Pumps . . . big 3" dump line.
- Smooth Mercury-Twin-Disc 2-speed transmission with fluid drive.
- Comes completely piped and assembled. Floor space only 85" x 45".



Per "50" uses PERCHLORETHYLENE SOLVENT; in a t-h-r-i-f-t-y way.

- There is nothing finer than Numatic Per "50." Same unit as delivered to U. S. Navy.
- Costs no more than most 30-35 lb. units.
- Dry load capacity 44-50 lbs. per load.
- Fully automatic . . . 1-bath or 2-bath.
- 2000 GPH Monel Tubular Filter; with backwash.
- Marlow Centrifugal Pumps; big 3" dump line.
- 50 GPH No-surge Still attached to unit.
- Smooth Mercury-Twin-Disc 2-speed transmission with fluid drive.
- Comes completely piped and assembled. Floor space only 85" x 45".



Perc owners with Mercury Clover-Leaf Muck Stripper report up to 16,000 lbs. mileage per drum of solvent.

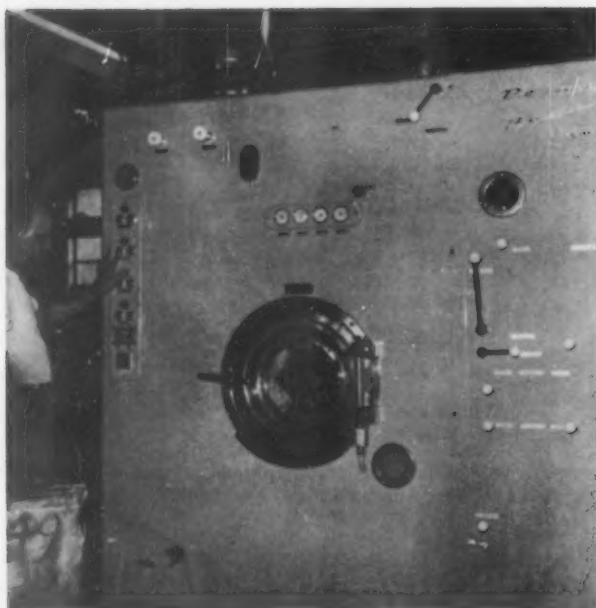
AVAILABLE ON OUR OWN LOW-COST FINANCE PLAN

Mercury carries the leases . . . or the notes.

Nearly 5000 Successful Mercury Owners in 50 States



Mercury Cleaning Systems, Inc.
1817 Benson Avenue, Evanston, Illinois
Please send complete information on ☐ PETRO 50 ☐ PER 50
Name _____
Company _____
Address _____
City _____ Zone _____ State _____



Synthetic cleaning machine helps increase plant production, reduces supply costs

new cleaning equipment. "I bought a 60-pound synthetic machine and plan on using the old cleaning room as storage space. When I have the walls in the production department painted I'll put out the red carpet and get people from the parking lot to walk through the plant rather than walk around it."

The pink cleaning machine matches the color of a 3-girl shirt finishing unit installed behind the counter in the call office. Current plans call for an advertising campaign built around the theme, "Dillon's Red Carpet Service."

Realizing the importance of good customer relations, Miss Dillon set up a program to provide closer follow-up on the routes. Using an imaginary

name, Ann Sharp—to stress the female image—she arranged to have one of the bookkeepers in the office spend an hour every day contacting regular charge account customers by telephone. When talking to the housewife, the service representative refers to herself as Ann Sharp of Dillon Cleaners. She asks for any criticism of plant services or possible suggestions to improve existing services.

No doubt about it, good publicity helps establish the plant image in the mind of Miss Dillon's customers. In the drycleaning business for many years, she knows that the soft sell keeps old customers happy and plays an important part in attracting new ones. # #

PLANT ON EQUATOR

Continued from page 30

deal to build volume because drycleaning was still in its infancy stage and had to be introduced gradually.

A healthy attitude towards claims and adjustments has been another factor in Mr. Mueller's success. He believes it's a good idea to maintain good relations with all types of customers. This is done not only through advertising but also through personal and friendly contact. In this way he builds an air of confidence about the quality of work in his plants.

Mr. Mueller notes that during the first few years of operation he had a relatively high number of claims. This was not due to a lack of technical skill but caused directly by the mentality of some of his customers in Ecuador who thought that the plant should convert an old or worn-out garment to a new one. However, in the course of time customers learned that although the plant was better than the fly-by-night competitors who opened up, they were not miracle workers. Today the percentage of claims is so small that the firm spends less than one-half of one percent for claims.

Newspaper advertising rates high on Mr. Mueller's list of promotional tools. He spends about 5 percent of total sales to promote drycleaning and educate the public on the advantages of having garments cleaned often.

To show the people of Quito how a modern drycleaning plant operates, Mr. Mueller set up a demonstration of finishing techniques at a recent Trade Fair held in the city. On the twentieth anniversary of his plant, he invited 100 dignitaries from government and diplomatic circles to visit La Quimica and see for themselves how garments are processed. This afforded plenty of free publicity in the local newspapers.

Even in Ecuador, customers like the convenience of having their garments returned on wooden hangers. Each hanger costs the plantowner about 35 cents in our money. Last year the plant distributed more than 200,000 wooden hangers made by prison labor in the city.

Import of machinery, spare parts, etc., from the United States means more expense . . . because import duties, freight, taxes and other charges are extremely high. But wages are much lower and the plantowner is able to calculate a profit after taxes of at least 25 percent.

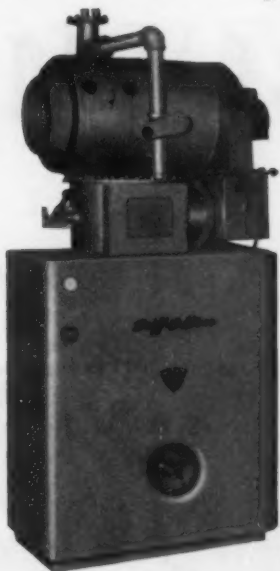
Sidelines but no shirts

In addition to drycleaning and dyeing Mr. Mueller offers sidelines including rug cleaning and household cleaning. Shirt finishing, he reports, is not a profitable sideline in the country for several reasons. Most of the people are not educated to change their shirts every day, and the quality of the fabric used in shirts is very, very poor. Both factors would cause difficulties for him should he install a shirt finishing unit.

Mr. Mueller says that he receives a great deal of technical and management assistance by reading the pages of *THE NATIONAL CLEANER*.

"The old realization that whoever has been thrown into the water is forced to swim has proved true in my case. With a small capital, without being acquainted with the language and mentality of the country, and principally without having enough technicians, we have managed to build a profitable business for ourselves. We did not drown, but swam quite efficiently. In justice I should like to add that in part we also owe our success to the country which has received us with all hospitality and offered us an opportunity for free development." # #

It's fantastic! Recover $\frac{1}{2}$ * your solvent costs from the Air!



"SNIFF-O-MISER"

Even though your reclaimers are working at top efficiency, perc solvent vapor still escapes from the cleaning machine and in handling garments. And it's surprising *how much* perc escapes: In most plants, at least 50% of the total solvent used is being air-wasted. Circulating air to get rid of the annoying odors adds to the waste, for not only is the solvent lost, but cooling the room temperature boosts your heating bill also. But there's an easy answer — Hoyt "Sniff-O-Misers"! These sensational new vapor adsorbers sniff up solvent fumes and reclaim your solvent for re-use . . . save up to 75% of your present solvent costs . . . get rid of solvent odor . . . soon pay for themselves.

There are three "Sniff-O-Miser" sizes — one for any plant, and all attractively designed with the distinctive Hoyt cabinet. The compact Model 1 (for floor, wall or ceiling installation) is extremely popular in small plants.

When you buy reclaimers and vapor adsorbers, it always pays to look for the Hoyt features.

Write for bulletins or see your distributor


HOYT

WESTPORT, MASS.

Automatic Dryers, Reclaimers and Chillers



*"Sniff-O-Miser" owners report solvent savings of 50% to 75%



Colors don't match?

BLAME

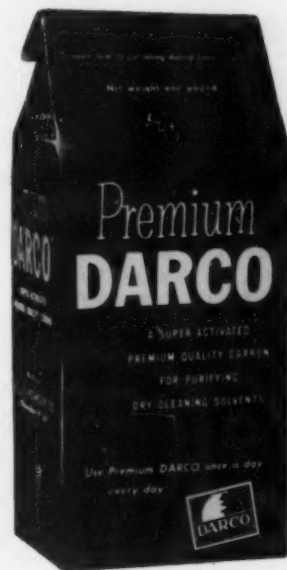
SOLVENT STAIN

Your customers are bound to complain when a dress you've just cleaned looks dull and off-color compared to a matching jacket that stayed home. *Solvent Stain* is the guilty party. It's caused by build-up of bleeding dyes and soil in your washer. The more efficient your charged system, the more susceptible you are to Solvent Stain.

Premium Darco® prevents solvent stain

Premium DARCO—the original high-powered carbon developed especially for modern high-powered charged systems—is the simple, economical way to prevent Solvent Stain. Use one bag of Premium DARCO every day for each 2000 gallons of filter capacity. Be sure to use enough . . . and to use it daily. It's your best insurance against dull, grayed garments. Leading soap manufacturers recommend Premium DARCO. Order today, from your distributor.

Premium Darco...the only dry cleaning carbon developed, manufactured and sold by people who have specialized in purification for over 35 years.



ATLAS POWDER COMPANY
Wilmington 99, Delaware



Fig. 1. Simplest arrangement of a compressed-air system employs straight run of piping between compressor and equipment it runs

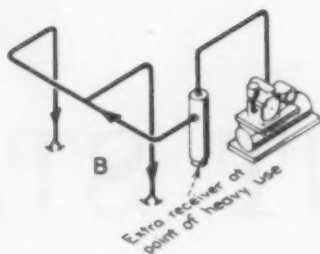


Fig. 2. Larger users of compressed air need receiver tanks to assure enough air under pressure when the equipment is going full blast

Compressed air— a growth tool for drycleaners that will save you money— if you take care of it

By JOSEPH C. McCABE

THE DAY when compressed air in the drycleaning plant was a novelty is long since gone. It does a number of jobs, and as time goes by it will do many more. Now we count on it to operate presses, to help the spotter, to spray sizing, for example. Out in the store front we put compressed air to work opening plastic bags for packaging shirts.

For the drycleaning plant operator, this adds up to the problem of what steps he can take to get ready for the next place where compressed air will prove valuable help. Here are some tips on planning ahead.

Location

When you buy your compressor give some thought to your plant layout. In Fig. 1 you will see the simplest ar-

rangement. All it consists of is a compressor and its necessary piping.

At this stage of the game the usual reaction is to look for some out-of-the-way place to house the compressor, such as the boiler room, or out in the plant behind the presses. Whatever you do, don't make this mistake.

The compressor needs preferably a fresh-air intake. That way it won't have to work so hard to supply all the air you'll want under the pressure you need to operate the equipment. In any event, spot your compressor where the surroundings are clean and the air is most likely to be dry as well.

We will not dwell too long on the ratings, or type of compressor you should select, nor on the space demands of horizontal as against vertical compressor-receiver designs. This we will go into again at some later date. Sufficient for the moment is the point

Continued on page 46

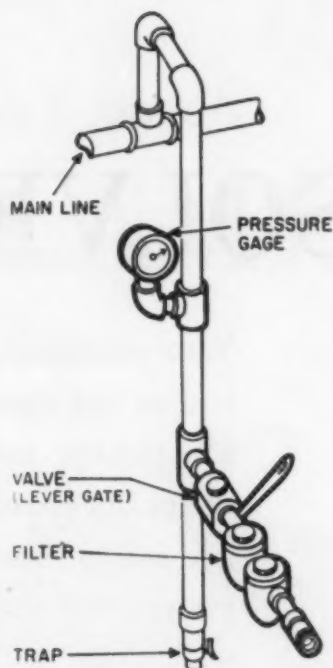


Fig. 3. Work station, pictured here, is one spot that offers the greatest possibility for trouble

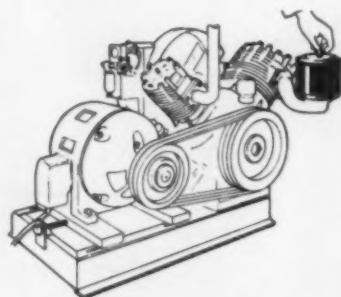


Fig. 4. Air filters protect compressor's internal parts from being worn much by dirt. Fill with right oil and tighten the wing nut before starting the machine

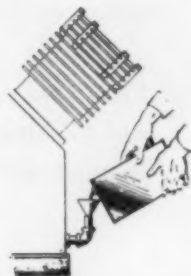
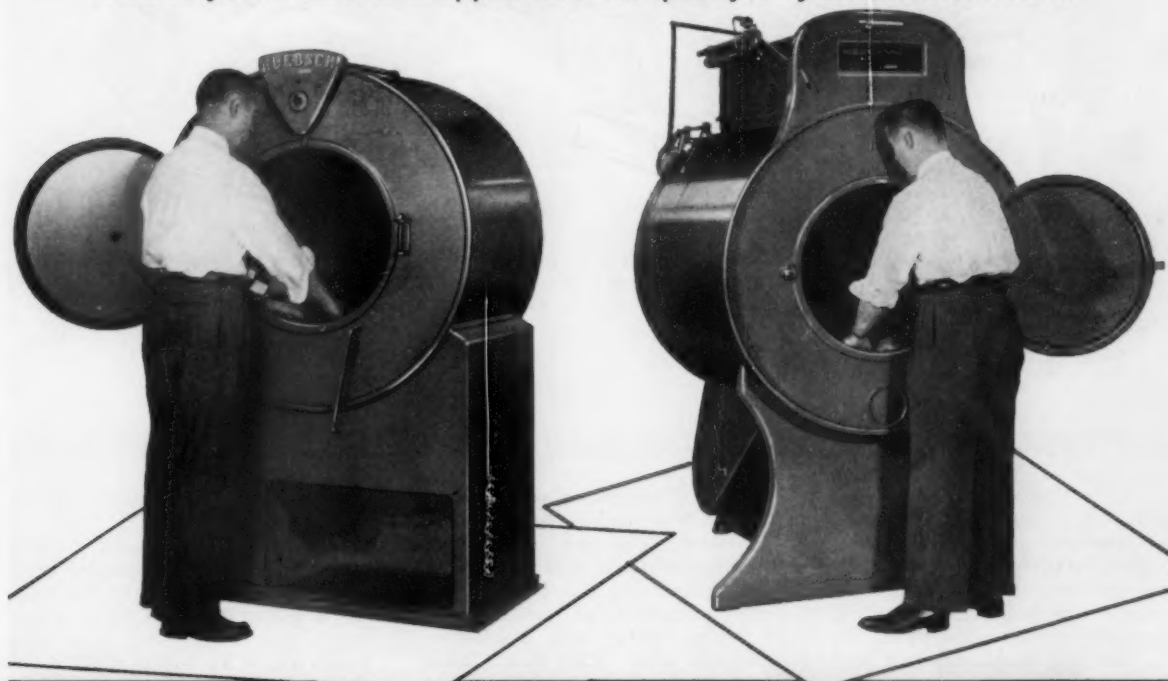


Fig. 5. Never start compressor without filling crankcase with lube oil of recommended type first off

YOU SAVE—NO MATTER WHICH HUEBSCH DRY CLEANING TUMBLER YOU USE

...and your customers appreciate the quality of your finished work!



HUEBSCH SAVE-O-SOLV

SOLVENT RECOVERY TUMBLER

SAVES DOLLARS IN RECLAIMED SOLVENTS

If you are looking for a dry cleaning tumbler that deodorizes fast...and, at the same time assures maximum recovery of solvent, your answer is Huebsch Save-O-Solv.

SAVES HOURS IN SERVICING TIME!

It takes but a few seconds to clean your Huebsch Save-O-Solv. There is nothing to disconnect. No pipes, panels or bolts need be removed! Merely tilt the top back. The interior is completely exposed for quick, easy cleaning and maintenance. Available in 42" x 24" cylinder only.

For complete information and specifications see your nearest Huebsch dealer or write to Huebsch direct.

HUEBSCH ORIGINATORS

MILWAUKEE 1, WISCONSIN

World's largest manufacturer of commercial tumbler-dryers

HUEBSCH

STANDARD OPEN-END DRY CLEANING TUMBLER

SAVES DOLLARS IN MAINTENANCE

Huebsch Open-End Tumblers are the popular favorite with dry cleaners everywhere. Simply but ruggedly constructed, they are built to give years of trouble-free service.

SAVES DOLLARS IN OPERATION

With Huebsch Tumblers fast, efficient, dependable operation is always assured. Famous Huebsch open-end design assures fast and efficient loading and unloading. Economical to operate.

SAVES DOLLARS IN INITIAL COST

Modern production facilities permit a surprisingly low initial cost. Available in four sizes for every need: 36" x 18", 36" x 24", 36" x 30", 42" x 42".

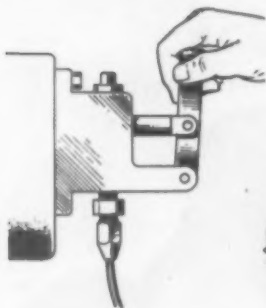


Fig. 6. Unload the compressor by hand before starting. On some machines this is done by small hand unloader. On other types you unload machine by turning switch to off position

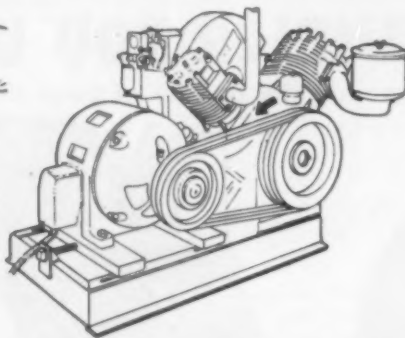


Fig. 7. Arrow cast on most air compressors shows right direction of rotation. This is important. If machine rotates in reverse direction, oil pump fails and machine burns up very fast

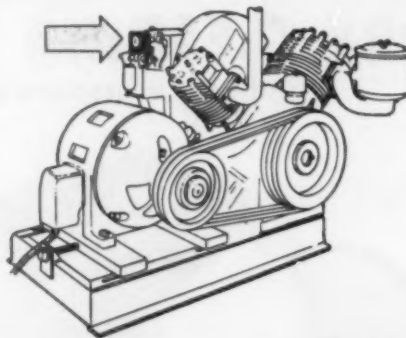


Fig. 8. Oil-pressure gauge is most important instrument on any compressor. Watch it closely. Pressure above 35 p.s.i. at first means oil is cold. If it falls under 15 p.s.i. stop compressor

Continued from page 44

of thinking ahead on possible future compressed-air needs.

If all the equipment you plan to use can operate under 100 p.s.i., will require relatively little air flow, and need only a short run of piping (Fig. 1), then we would suggest a single-stage compressor. It takes less space, can give you ample air storage against the usual operating demands without any serious loss of pressure.

Should you, however, anticipate a generous use of compressed air it may pay to go to Fig. 2. In this case a two-stage compressor capable of developing up to 175 p.s.i. gives insurance against piping losses. Coupled with an extra receiver at the point of heaviest load, to assure enough air against all demands, equipment operation should be most satisfactory.

The next area where the steps you take now will assist or cripple your future planning is in piping. Remember that the piping itself serves as a type of reservoir. The larger the pipe diameter, the more air can be stored in it.

No matter how wisely you select pipe size, there are some tips that apply to any sized installations. In Figs. 1 and 2, at every bend or turn you make in the piping, or every time you put up a 20-foot run of pipe (the standard length of pipe), put in the pipe fittings on the main line that will allow you to install a working station (Fig. 3) at some later date.

You'll note from Fig. 3, at the main line junction, that all you need to start things off is a tee. This you

can cap if you do not need it immediately. It is much easier and far less expensive to do this at the initial construction stage than to tear apart the piping when you find you need more compressed-air outlets.

Piping should never be installed perfectly level. There should always be a tilt in the main piping to permit condensate to trickle towards the nearest of a series of traps placed strategically along the main line. These traps make it possible to remove water. Air take-offs from the main lines (Fig. 3) should always come from the top of the line to avoid water intake. Clean air is free of rust, metal chips, sand, dirt and any other substance that could cause abrasion or corrosion.

In regard to piping material, we would favor galvanized over black iron in sizes under 2 inches simply because it is easier to maintain in a clean, rustfree condition. Of course, galvanized has its problems, too, and our preference for it is not blind.

In most cases, your choice of pipe connection will influence the type chosen, for black iron is best for welded lines and galvanized is best for threaded lines. And then there's the matter of comparative costs, installation versus maintenance. Welding usually goes faster at installation time but requires a somewhat too costly skill for maintenance.

The work station (Fig. 3) is perhaps the most frequent trouble spot for air problems. Its chief offenses are: (a) poor arrangement of hose and equipment; (b) wrong hose size

or inefficient coupling; (c) poor house-keeping.

Keeping in mind the value of clean, dry air, it is important that the flexible hose be attached to the side take-off, which is at least 6 inches above the bottom of the down drop. This 6-inch trap at the bottom of the down drop will collect whatever moisture may accumulate in the take-off (along with other undesirable solids), and the liquid may be drained off periodically by a blow-off valve.

The work station

Take a moment to study Fig. 3. You'll note the first item in the air take-off line is a pressure gauge. It is a relatively inexpensive but vital assist. With it you know at a glance what pressure is standing in the main air line. You can observe by the needle swings how badly the pressure swings when other equipment comes on or goes off. You can check its readings against another gauge located in some other take-off line and determine if there is any plugging or fouling in the main air line section feeding this take-off.

Next major action point in the take-off line is where the hose or the connection to the equipment is tied into the air supply. It is, as we cautioned before, at least 6 inches above the trap location in the take-off line. You will note a lever-type gate valve guarding the entrance to this line. This isolates the equipment and thereby protects any check valves the

Continued on page 65



Get used to compliments
when you use a
Cissell Form Finisher!

Your customers want—and deserve—quality finished clothes. They expect their clothes to be fresh, crisp, like new. And how do you accomplish this . . . how do you gain compliments for your shop's work? By using quality finishing equipment from Cissell.

The Cissell Form Finisher is built to turn out perfectly finished clothes every time—requiring a minimum of effort on your operator's part . . . leaves little hand touch-up work. It adjusts—fast and easily—to every size, from a tot's jacket to a full size overcoat.

Just check a few of the features: Com-

pletely dependable automatic time switch control . . . lever adjusted form . . . exclusive "ventilated" shoulder . . . Controlled air pressure *plus* air while steaming . . . two vent clamps for side vented garments. And these are just a few. There are many more Cissell-unique features which make this the best engineered finisher on the market . . . the most popular with cleaning establishments everywhere. Six-inch taller revolving assembly available on special order. Want to know more? See your jobber now.

You benefit when you use Cissell finishing equipment . . . your customers do too!

CISSELL

W. M. CISSELL MFG. CO., INC.—LOUISVILLE 1, KY.

Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles
Foreign Distributors write Export Dept.—Cable Code "CISSELL"

Consult Your Jobber

Conversion to drive-through plant triples sales

Loss of rental from adjacent store
offset by increased traffic

By TOM O'NEILL

IF YOU'VE NOTICED, as did Arnold Dorfman of Velvetone Cleaners in suburban Brookfield, Illinois, that your customers are reluctant to get out of their cars, then you too may be forced to attack the problem with the same vigor and imagination.

Foremost among the problems facing him were: limited street parking; a location that made it imperative for him to consider his customers in terms of four wheels rather than two feet; the need to expand and open a second plant; and the desire to tap new areas of a growing market. Projected figures indicated that he could double his business by attracting the



The new drive-through facilities make it possible for customer to deliver or pick up clothing conveniently and quickly



RSR

**COMPLETELY
removes
albuminous
stains**



**new
larger jar
for
greater
economy**

AND IT IS SO VERSATILE!



**bath method
for wet cleaning**



**dipping method
for large stained areas**



**prespot re-run method
for the board**

USE IT IN:

**RSR a product of
WALLERSTEIN COMPANY
Division of Baxter Laboratories, Inc.
Wallerstein Square, Mariners Harbor
Staten Island 3, New York**



Notice the accessibility made possible by the drive-through—and still no problem with congestion or "corner confusion"

man or woman on wheels—the carriage trade, Mr. Dorfman calls it.

But how was he to do it? The small triangle of land on the north was too small and too near the eight-corner intersection to use safely and conveniently. And on the south he was separated from free land by the second store in his two-store building. There was a solution: The neighboring store, owned but leased out by Velvetone, had to give up its counter tops for blacktop—it had to become the driveway.

Combined projects cut cost

To accomplish this it was necessary to remove the back wall and the front windows, push a blacktop drive through—and there you have it. The roof was left intact and the far wall—the original outside wall—remained untouched except for a coat of paint. And since plans had already been made for the installation of a complete plant in the call office, expenses could be further reduced by combining the projects.

A large segment of the "inner wall" dividing the two stores (conventional cinder block and easily removed) made way to glass and to a service window. Customers can now drive



Handsome facade and attractive sign have uncluttered but eye-catching appeal

It's Easy...

to Get the MOST Out of this Can!



Packed only in five-pound, friction-top, lithographed cans, to insure high-oxygen-content material at all times.

"Most" is the highest available oxygen content.

When you use Eaton's Century Brand Sodium Perborate, you get a gentle, slow impartation of oxygen to the wool goods you are treating. You get the regenerative action which is so desirable . . . bleaching, and bringing back the soft, springy feel and original degree of whiteness your customers want in their woolsens.

Century Brand Sodium Perborate is produced with the highest possible available oxygen content. That's why this can gives you the "most". It's specially designed to seal in this oxygen content, and keep it available for your benefit.

Don't compare Eaton's Century Brand Sodium Perborate with commercial grades packed in barrels, kegs, cartons, and paper bags. Century Brand is manufactured and packed especially for the dry cleaning industry. Its purity and effectiveness are sealed in this can. Keep it sealed . . . and you'll always get the "most" out of it.

Order from your distributor today!

WHY EXPERIMENT—USE EATON PRODUCTS

EATON CHEMICAL AND DYESTUFF COMPANY

Established
in the year
1838

1490 Franklin St., Detroit 7, Michigan

Canadian Plants: Windsor and Toronto



Glass wall replaces old inner wall which formerly divided the two stores

Well-executed displays carry out the quality theme

through, park next to the service window, and, without exposure to inclement weather or parking problems, transact their business at the service window.

Handling the remodeling in this way provided many advantages. It was certainly cheaper than relocating or building an elaborate extension. And it took the best possible advantage of existing structural features.

When the dust settled and after the carpenters picked up their hammers and saws, after the plumbers packed away their wrenches, Mr. Dorfman proudly surveyed his new plant. He had a new synthetic machine, one silk press and two wool presses and a complete shirt unit. The total cost for all the equipment and the remodeling was \$27,000. This included new plumbing, air conditioning, call-office fixtures, flooring, displays, a new neon sign, a complete facade of striking design and, most important of all, complete drive-through facilities.

With all these new facilities, the problem remained of letting the people know about it, a problem all too often ignored. It wouldn't make much sense to do all of this if the intention were simply to hang on to old business. And so Velvetone kicked off a promotional program. Mr. Dorfman rented a fire engine, rigged a public



address system to it, gave out free cokes in the call office, and sent 10,000 mailing pieces announcing the all-new Velvetone Drive-Thru and offering special sale prices and premiums as an introductory gimmick. The fire engine, PA system, flags and banners were all taken care of by a Chicago firm which specializes in grand-opening promotional service.

Since it wouldn't be altogether effective to produce a mailing list from a customer file, Dorfman bought a mailing list tailored to his potential market. A fairly standard rate for mailing lists is about \$10 per thousand names. Mr. Dorfman's list of 10,000 cost him \$100. The printing of the mailing pieces cost him about \$700. They were large, triple-fold, three-

color pieces and naturally were more expensive than the average.

If these costs frighten you, consider the results of this program. They were overwhelming. Business tripled. "Of course," said Mr. Dorfman, "our tremendous increase in business is due in part to the sale. But we are very confident that even after the sale, when business levels off, we will do better than meet our projected figure of twice the volume."






Now, with all the problems aside, with a brand-new plant, an eye-catching call office, drive-through facilities, and a good kick-off promotion, Mr. Dorfman has left no stone unturned. No area of the market remains unexplored—and that's the way to run a business. # #

ATTACK YOUR MARKET!

You can't afford to stand still. New profit opportunities are yours with the

NEW ALDWASH "TRIPLE-LOADER" 25 lb. WASHER-EXTRACTOR

It's a must for coin-operated laundries.

-  Reversing tumbler provides professional wash action obtained through aqua-surge reverse wash action. Tumbler reverses in wash cycle 3 times per minute.
-  One unit handles 50 lbs. an hour of top quality laundering . . . and in less than 8 sq. ft. of floor space.
-  You attract new markets. Solicit commercial bundles from neighborhood businesses. Handle big family washes, heavy drapes, blankets . . . even 9x12 shag rugs.
-  Your customers want it. They deserve it. Now they get 3 times the washing done, automatically extracted . . . in 1 simple-to-operate console style machine.
-  Your 9 lb. washers and dryers are kept free for small family bundles. Waiting time is cut all around.

The new ALDWASH Washer-Extractor gives your customers a choice of water selection of "hot" or "warm," with the following wash-rinse-spin cycle: 8 minute wash, 1 minute spin, 4 minute deep rinse, 1 minute spin, 4 minute deep rinse, 1 minute spin, 4 minute deep rinse, 7 minute spin dry.

The fully automatic drop-coin meter is self-clearing . . . rejects slugs. Coin vault is concealed and tamper-proof. Individual locks and access panels provide separate coin collection and service entrances. Rear half of top panel removes for easy maintenance. The ALDWASH gives you fine engineering built up to a standard . . . not down to a price.

AVAILABLE IN ALL ENAMEL, ALL STAINLESS STEEL, OR ENAMEL WITH STAINLESS STEEL FRONT.

Now is your chance to cash in on new market opportunities with the sensational "Triple-Loader" ALDWASH. Want to know more? Clip out and mail the coupon right now.

ALD continues to set new standards for the laundry store industry

©ALD, Inc. 1960



ALD, Inc.

7045 North Western Avenue, Chicago 45

Offices in principal cities

ALD Canada, Ltd., 54 Advance Road, Toronto, Ont.

ALD, Inc., 7045 N. Western Avenue, Chicago 45

SOUNDS GREAT!

I want to know more about your new ALDWASH 25 lb. Washer-Extractor.

Please see that I get full information.

Call me at _____

Signature _____

Address _____

City & State _____



Overhead conveyor solves problem

It adds nearly 200 square feet to a really compact plant

By ART SCHUELKE

CAN YOU IMAGINE yourself operating a plant only 15 feet wide by 52 feet long with six employees? Then add to that the fact that all work is cash-and-carry, which means a high inventory of finished work to be stored in that same area. Those conditions face brothers Seymour and Lawrence Lane who operate Soundview Cleaners in the Bronx, New York.

In spite of the cramped quarters the brothers do extremely well, thank you. It took some ingenuity, but it's working.

Here is how they solved the garment storage problem. While the building they occupy is very small, the ceiling of the plant is 15 feet high. This provides enough "headroom" for storage above the work area.

The brothers consulted with manufacturers and finally decided upon a conveyor 38 feet long. This was installed along the side of the plant and goes right over the cleaning department, spotting and finishing departments. They have what amounts to a two-story operation as a result.

There simply wasn't enough room to provide for the conveyor to bring

the garments down to floor level. This problem was overcome by using a long pole with a hook to put work on the conveyor and to remove it.

The chances are the Lanes could have got by with a stationary rack. But this would have meant endless walking back and forth to locate orders. In addition, it would have been necessary to keep the rack in the center of the room to have access to the work.

The conveyor enabled them to place the garments flush against one wall and over all the equipment as indicated. While the installation cost



Photo was taken at midday. During morning and evening rush hours hundreds transfer to and from elevated and buses at this corner



Ceiling conveyor runs right across cleaning wheel, spotting board and presses to save space

Steam from presses diffuses and is directed away from overhead stored garments so that finished work stays fresh

Unrivalled Performance



A diamond is something special because it is a thing of beauty. But just as important, a gem can be relied on to stay looking beautiful forever.

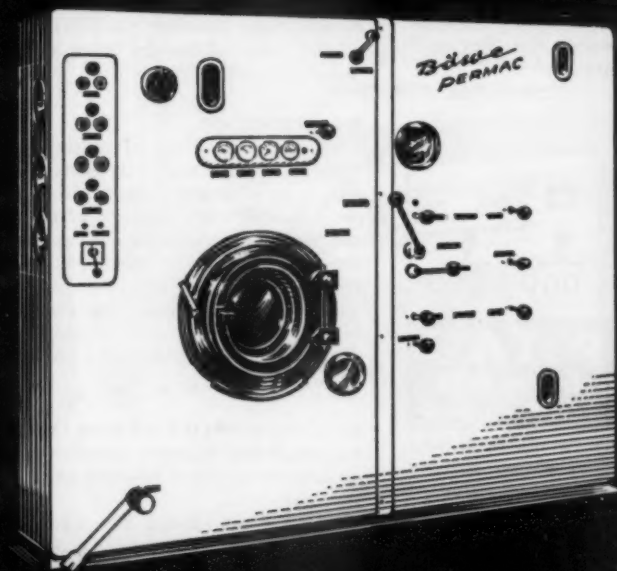
Its unrivalled performance distinguishes a gem from a piece of glass or any other manufactured piece of glitter, for a diamond is the exquisitely beautiful product of Nature, where time does not have priority, but perfection does.

In drycleaning, there is a lot of glass and some glitter. But a machine's illusion of quality soon gives way before the tests of performance and endurance.

Actually, there is only one gem of a drycleaning machine. That unit is Permac, like a diamond, it is produced *not* mass-produced... a unit hand-crafted by artisans whose tradition dictates that the time and care that go into the manufacture of a machine *eventually* tells... a unit engineered to perform exquisitely each and every time... a unit so beautifully styled, it is a delight to the customer and the operator.

Permac is a gem in still another way. Its revolutionary Guided Electronic Monitor (GEM) control gives the drycleaner a 24-karat guarantee that with Permac he will dryclean more garments faster, better and with less handling than he has ever known.

See Permac's beauty. Watch it perform, test its endurance. Write today: American Permac.



See the Permac in action. Write, Call or Wire:
American Permac Inc., 48 Merrick Rd.
Rockville Centre, New York

AMERICAN
PERMAC
its beauty is rivaled only by its performance

approximately \$2,000, it completely solved a knotty problem for which there seemed no other solution.

This is a complete plant, doing its own cleaning and repair work. Besides the two brothers, who work full time, there are two finishers, a seamstress and a counter girl. Both Seymour and Lawrence are able to handle any job in the plant. They are graduates of the school conducted by the Neighborhood Cleaners Association in New York City.

The boys did something else to utilize every inch of their less than 800 square feet of floor space to full advantage. They installed their sewing department in the front window of the plant. There just wasn't enough room or light in the rear of the plant. Now the operator has good working conditions. On top of that, the worker attracts a lot of attention from the thousands of pedestrians who pass this location daily.

The tiny call office just doesn't allow enough space to have elaborate displays for advertising. Instead, the owners have one wall tastefully decorated to provide a backdrop. Against this backdrop, two fancy formals or

other fine women's apparel are hung up to show the fine quality of finished work produced by the plant.

The customers are proud to have their garments on view until they call for them. As these displayed garments are picked up, others are immediately put in their place, so the "show" constantly changes.

Along the side street on one side of the plant there are two large but very shallow windows. The plant uses these comparatively shallow areas for further merchandising. They engage the services of a professional window decorator who dolls them up with seasonal displays several times a year. At the top of the building on this side street, the brothers have a sign running the full length of the 52-foot portion of the building they occupy. They claim it's the biggest cleaning sign in the Bronx.

It's just another example of making every square inch of space work. Oh yes, they do one more thing to make sure the plant produces maximum results. They feature box storage which grows each year in volume. No sense wasting floor space where they can't hang garments, anyway! # #

HOW MUCH TO SPEND ON ADVERTISING

Continued from page 32

Let us say I will use 5 percent as my advertising budget. How do I go about planning my program?

You can work at least two ways: (1) Use your annual sales volume, or (2) plan month-by-month. Either method is good. Month-by-month, however, is more flexible and will more easily allow you to cash in on peak sales periods.

Explain the mechanics of the month-by-month method.

From previous sales records determine how much volume of business you have done in that month. Then determine how much of an increase in business you would like (based on business conditions of the community, your own expansion, etc.). Take 5 percent of that total figure and you will have the amount of money you should spend on advertising for that month. Note, however, you are determining your ad budget from *anticipated gross sales*.

Then what do I do?

First, list such fixed advertising expenses as contractual obligations, posters, radio programs or spots, displays, etc. (In some cases you may chalk off one-twelfth of an expense such as posters where you may spend \$120 a year—thus figuring only \$10 for the month). Then appropriate the remainder for newspaper space, figuring the amount of inches that will be allowed by your budget.

But in slow months that will mean I do less advertising. Shouldn't I increase my advertising then to stimulate more business?

In general, no. Retail advertising is designed primarily to create traffic. If there is no drycleaning available your advertising alone will not change the consumers' cleaning habits. Instead, cash in on the peaks, and do your advertising then. As a result, when a prospect has drycleaning or laundry she will know that the place for her to have it done will be yours, and you will have made a customer.

Is that all there is to the system?

No. There are other ramifications which we will explain in next month's column. However, if you want to start a budget now, you can use this information without considering those ramifications. # #

THIS IS THE IMPROVED Original

1-000

4	3	2	1	
1	1	1	1	1
000	000	000	000	000

PRE-MARKED STRIP TAG

ORIGINATED, developed and marketed by a DRY-CLEANER to meet YOUR problems and YOUR needs!

Conceived and perfected by Robert M. Montgomery for quickest and most positive consecutive identification and assembly of all articles processed in his own dry-cleaning plant. Its instant success led "Monty" to create the PRE-MARKED STRIP TAG CO., making the method's efficiency and economy available to ALL drycleaners.

• NOW WE OFFER YOU Another FIRST: An Introduction to a LOT SYSTEM! New Kit available only \$9.95 (plus postage) complete with permanent Dispenser, enough tags for 4,000 customer orders, and direction as to their application.

Same High Quality

Same Low Price



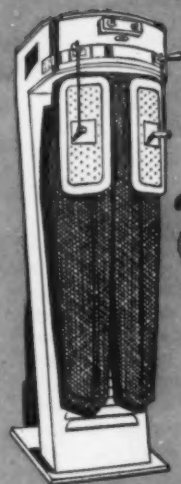
PRE-MARKED STRIP TAG CO.

3232 India St., San Diego 12, Calif. • Phone CY 5-2116



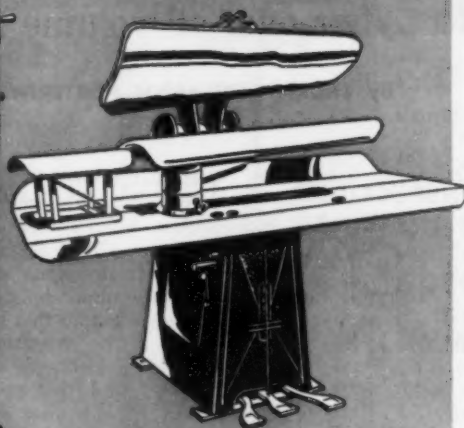
WITH AJAX YOU CAN SLASH DRY CLEANING PANTS FINISHING COSTS

A new modern concept in topping and legging is changing the pace of the industry — **FASTER THAN EVER.**



AJAX Topper-Matic

Finishes trouser tops automatically in one lay — neatly with a minimum of handling. New design gives you ease of handling and a consistently uniform top every time, plus finest quality finishing at the utmost economy.



AJAX Legger

Fully automatic . . . equipped with safety controls . . . reduces handling time . . . Improves the quality of pressing. Equipped with AJAX Sensitive Pressure Selector, permitting any degree of pressure . . . reduces fatigue and operator turnover.

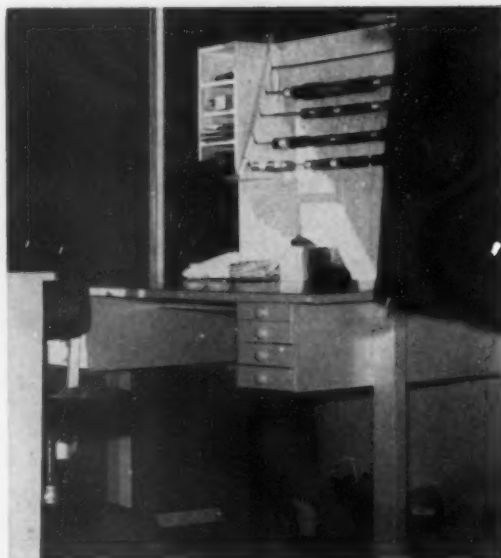
**AJAX Automatic
Pants Finishing Unit**
now cuts out seven
steps in pressing
trousers . . giving you
better quality in
one-half the time —
with 3 Simple Lays

Overcome the problem of costly production time. Contact your nearest AJAX representative. He will be glad to furnish you with the complete details immediately

Since 1929 the Leader in design
AJAX PRESSES

**619 So. 5th WEST
Salt Lake City, Utah**

Mechanization and systems boost profits in the small plant



Sewing stand, elevated from floor, permits seated operator to make repairs without repetitive motions. All supplies are within easy access



This portable sewing stand works well in a small plant

Chapter VII—Repairs and alterations add to your over-all volume

By LAURA HERRMANN PORTERFIELD

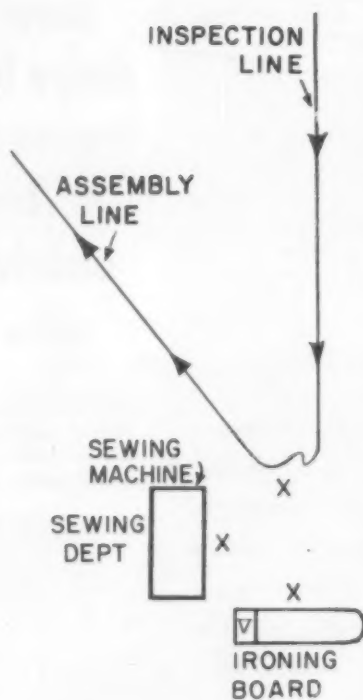


Fig. 1. Inspection, sewing and touch-up department. This may be reversed if the physical aspects of the plant require it

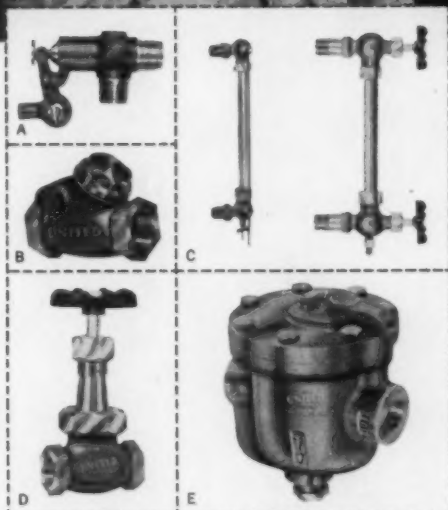
WHAT IMPORTANT DETAILS do drycleaning customers, both men and women, look for when their garments are returned? If a poll were taken, we feel many would answer having that lost button replaced, seams and linings tacked, or that hook or eye replaced at the waistline of a skirt.

Certainly customers want the spots removed and the garment finished nicely, but for that extra bonus to keep them coming back, there are great dividends in the repair or sewing department. But this department must be set up efficiently so that there is the minimum of wasted motion. This is usually called the "free" repair department, but we must still count it in the cost column when we are figuring up the profit and loss statement.

In the small plant we have been considering, it is likely that the same person who does the inspection will do the sewing and repairs as well.

Of course, paid repairs and alterations are another department. When it is built up sufficiently to hire by the hour an older person who might like to work just part time, this department can become a very lucrative one.

Continued on page 62



- (A) FLOAT VALVES AND FLOATS — All types and sizes for return systems.
 (B) CHECK VALVES — All types for easy installation.
 (C) WATER GAGE FIXTURE SETS — Standard long and short shank fixtures for upright, vertical and horizontal boilers. Special sizes upon request.
 (D) GLOBE VALVES — Gate, "Y", and other standard valves for long term steam operation.
 (E) STEAM TRAPS — With interchangeable, built-in bucket and long-life strainer easily accessible for cleaning.



Write for
UNITED
Catalog
No. 56V
today!



Earl V. Voris says:

VORIS EQUIPMENT CO., SALT LAKE CITY, UTAH

**"Increase your profit
on quality finishing—
specify UNITED!"**

Reducing equipment downtime is a sure way to increase your profit on quality finishing. That's why Earl V. Voris installs UNITED valves, parts and fittings *exclusively* on all boilers, return systems, and finishing equipment.

His experience on the line in 69 "One Hour Martinizing" plants in the Salt Lake City and Denver areas proves that you can depend on *precision-engineered* UNITED products to reduce equipment downtime. Fact is that Earl Voris has never had a complaint about product failure during nearly *four years* of recommending UNITED to his customers!

Why don't you depend on quality UNITED products for a *trouble-free* operation? Order now from your nearest UNITED dealer, or write us for complete information!

UNITED BRASS WORKS, INC.

Department NL-12

Randleman, North Carolina

BOOTHS 529-30-31-32 N.I.D. CONVENTION, PHILADELPHIA

the Adco Look



....is the



Look!

Adco first helps you obtain top quality cleaning

with their famous **Miracle Method of Cleaning**. TRIPLE X DRI-SHEEN for petroleum and PERK-SHEEN for perchlorethylene, are double strength, water-white in color, completely soluble in solvent, therefore, are not removed by **KLEAN**, Adco's Triple Strength, **Vegetable-type** carbon. They contain no non-volatiles that must be removed. These detergents, being completely soluble, enable you to use sufficient **Klean Super Activated Carbon** to keep your solvent in top condition, water-white and pure at all times, yet you lose no soap through the use of Klean. A 1% charge of water white Adco Size, which is also completely soluble, produces the ultimate in drycleaning. Result: "TOP QUALITY CLEANING", NO LOSS OF DETERGENT OR SIZING, AND SOLVENT STAYS IN PERFECT CONDITION. THESE RESULTS CANNOT BE DUPLICATED WHEN OBSOLETE MINERAL TYPE CARBONS ARE USED!

Adco helps you merchandise

this quality cleaning to your customers by **Four Outstanding Merchandising Programs**. Contact one of our 65 trained drycleaning technicians to first install the Miracle Method on a Guaranteed Basis and **prove** through the use of swatch tests **The Superior Quality of Cleaning**. Then they will furnish you with merchandising aids at cost to help you **Sell This Quality** and keep your prices stable and produce new business!

WE DEFY...

any process or any method to equal Adco's **Quality, Economy and Merchandising Programs**. Make us prove this in your plant at no cost to you until satisfied. Save up to 30% on cleaning room supplies and 15% on your finishing costs. **MAKE ADCO PROVE IT!**

the Originators of
No Rinse Quality Cleaning
Adco

MANUFACTURING CHEMISTS SINCE 1908
ADCO INC., SEDALIA, MO., U.S.A.



REPAIRS AND ALTERATIONS

Continued from page 58

To do repairs, the first necessity is a good sewing machine. This should be a heavy-duty machine, not the type that the housewife uses for home sewing, which will not stand up under the continuous use we hope it will be put to as this department continues to grow.

The suggested floor plan (see Fig. 1) might be used when one operator takes care of inspection, repairs, and the touch-up necessary both for the repairs and areas that may have been overlooked in the finishing department. It pays to have an extra ironing board with steam iron for touch-up work rather than have the operator walk back to the finishing department. Also, many areas of a garment must be pressed midway in the altering process. This board can also be used to finish the linings of coats after they come from the wool department.

With this floor plan, it is possible for the inspector to do such minor repairs as seams, hems, buttons and fasteners as she is inspecting the garment and also touching it up. Then the garment can go directly to assembly and not hold up an order out of the lot while it is hanging waiting for the minor repairs to be done. Many plants inspect all garments first, then do the repairs, then the touch-up work, then inspect again.

Of course, this inspection, sewing and touch-up in one operation will work only where one operator is responsible for the three categories. This means in a small plant only. In a larger plant, the sewing may be done by a second operator and the touch-up work still done by the inspector. The important thing is to keep the garments flowing smoothly into the assembly bay, rather than have many of them come all at one time. The only garments that may be held up in the sewing department are those requiring major repairs.

There are many major repairs that are in demand by your customers. If you are not now able to handle them, it might pay to take a few lessons or to hire someone for a few hours a day to take care of them. The following are recommended:

Men's repair service

Trousers: Since men are continually losing or gaining weight, they often need to have their trousers let out at the waistline and through the seat. This is rather a simple operation, but if the customer is a bachelor or his



This outdoor sign stresses that garments are returned in completely wearable condition—without charge

wife does not sew, it is very important and worth while to him. You would be surprised at the number of customers who have such garments hanging in their closets simply because they don't know how to go about having them altered.

The important thing to watch in doing this type of repair is not to damage the material by cutting it when ripping out the former stitching. Also, before sewing the new seam, the old seam marks should be pressed out very well. Often the steam gun on the spotting board is a help in removing this old mark. The only time letting out this seam will not pay the customer is when the trousers are to be made larger and they have faded, so that the color change shows.

Also on trousers, the edges of pockets get worn out very quickly, especially the side pocket where the man keeps his loose change, and the back pocket where he may keep his billfold or pipe. These require a little more technique in finishing off properly but a very good job can be done with a little patience and perseverance.

New pocket linings in trousers are also a good source of income. It is well for the counter girl to check the

pockets of trousers as she takes them in. Very often the customer does not even realize there is a hole in the pocket, and appreciates being told.

There are two ways to fix these pocket linings. First, what is known as a half-pocket. With this method the pocket lining is cut off at a point just below where the lining is sewed to the trouser opening and a new section put on with a flat fell seam. This is the method that is most popular with the customer, and if the upper half of the lining is in good condition there is no need for any more than this. It is cheaper for the customer and also much easier for the alteration person.

The second type is a full new pocket, which should be twice as much in price because it requires a great deal more tailoring and finishing. You can now obtain a roll of material, made in just the right width for trouser pockets, which enables you to save a great deal on the cost of fabric as well as time.

On trousers there are also zippers to be replaced. You can obtain zippers through your jobber in lots of different colors, so that you have them when you need them. You also save a great deal of cost by buying the zippers in lots of a dozen. Zippers are very easy to replace and return a good profit since they are absolutely essential.

Another repair on trousers that the counter girl can catch very quickly is worn cuffs. Sometimes these can be repaired by taking a seam along the bottom edge, if the trousers are long enough. But very often the wear may be just at the inside of the back of the cuffs. This can be repaired by placing a piece of durable material on the inside of the trouser leg over the worn area. This may be sewed securely over the worn area on the sewing machine, but it is important that the sewing does not show on the outside. It is also possible that the back part of the trousers can be shortened a quarter of an inch so that the reinforcing material may be sewed securely over the worn area.

There are many more alterations and repairs that can be done on a pair of trousers or slacks, like lengthening or shortening, tapering the legs (especially for ladies' Capri pants), fixing the waistbands, and general mending of holes like burn holes from cigarettes or tears. These last would rather depend on the time that could be given by any one person in this type of repair.

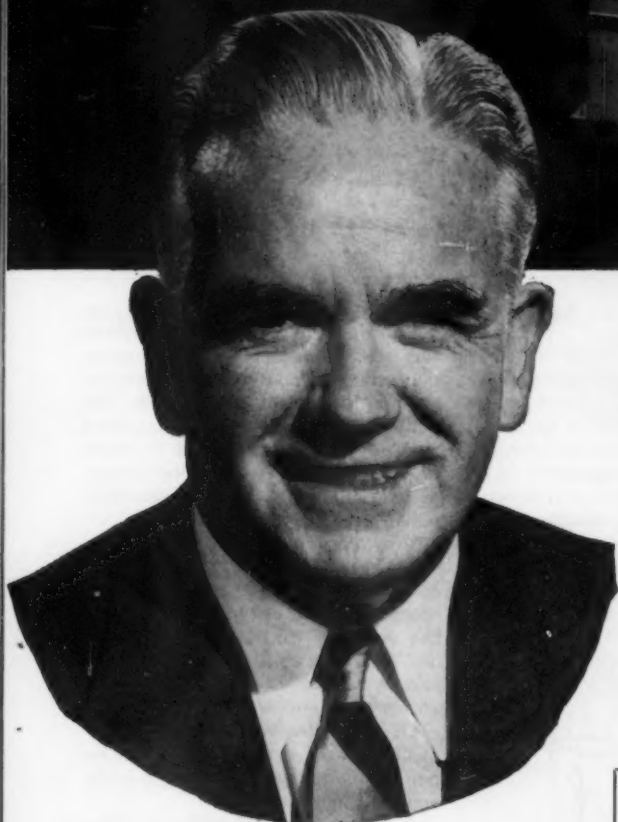
Suit coats, topcoats: On coats as well as trousers there are many worn edges



FOR SYNTHETIC CLEANING



it's a fact...



the *Syntomat*
actually out-cleans any
split-pocket machine
in efficiency and quality!

While others "fiddle around" to divide loads and to jog cylinder pockets into position, one man with the open pocket SYNTOMAT cleans and spots with ease 135 lbs. per hour. Yes, that's efficiency... And quality cleaning is a "natural" with a non-confining, open pocket cylinder.



**WRITE US FOR
 MORE DETAILS
 WITHOUT
 OBLIGATION!**

SYNTOMAT MODELS — 45, 70 and 100 lb. Loads
PETROLEUM UNITS:

- ▶ PACKAGE MODELS: 45, 70 and 100 lb. Loads
- ▶ LARGER MODELS: 100, 175, 270 and 450 lb. Loads

FILTERS AND ALL AUXILIARY EQUIPMENT

WASHEX MACHINERY CORPORATION

192 BANKER STREET, BROOKLYN 22, N.Y.

Fulton

TUBELESS BOILERS

COVERS THE WORLD

FEED-WATER RETURN SYSTEMS
WITH REPLACEABLE TANKS



- Heavy gauge steel tanks.
- Oversize tanks for maximum efficiency and lower fuel costs.
- All welded holding frame.
- Assures rigid support and trouble free pump operation.
- Highest quality, yet fairly priced.
- Tank easily removed.

NO TUBES - NO COILS
OIL FIRED - GAS FIRED
SAVES SPACE - SAVES FUEL

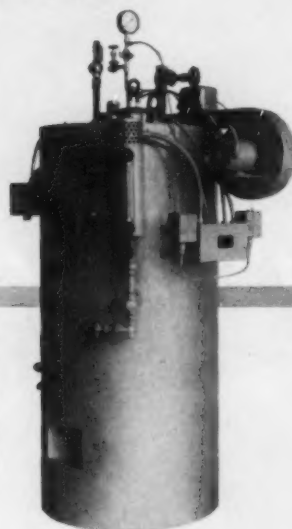
EFFICIENT - FAST STEAMING
FIRE TESTED - COMPLETELY
ASSEMBLED

SIZES 2 THROUGH 20 H.P.

YOU SAVE MONEY
with a FULTON boiler
the full description
literature today.

Beyond Every Boundary...

Around the globe, the Fulton Tubeless Boiler is proved superior in efficiency, durability and lowest cost operation.



Fulton BOILER WORKS INC., PULASKI, N. Y.

that can be repaired very easily, making the garment more wearable. On cuffs or coat sleeves, a worn area can be taken in by placing a seam along the crease edge if the wearer can allow a quarter of an inch off the length of the sleeve. The lining would have to be loosened, then the seam taken in the edge, pressed very well, and finally the lining is resewed to complete the job.

Very often the front edges on coats can also be taken in to remove the worn area. This takes a little more tailoring skill.

Worn buttonholes call for a common repair job on all coats—ladies' and children's as well as men's. We also have worn pockets in coats, and usually a half-pocket, as in the trousers, can take care of this repair.

Of course, shortening the length of coats, especially ladies', should be much in demand this year. This is usually a very simple alteration and a good money-maker.

Linings come in for a great deal of care in the alteration room. It is a good idea for the counter girl to look at coat linings while the customer is still at the counter. If you are in the habit of sewing seams free, sometimes you feel you get taken because there is so much to be done to a garment. A small nominal charge for sewing those

that are badly torn can make you break even on these, at least.

Then there are new shields that can be put in under the arms where the lining has worn badly, as well as a shield across the back part of the coat at the neckline. These can be finished off very nicely and make to look like part of the original coat, even if you cannot match the lining exactly.



"It's still \$1.25."

Dresses, blouses, skirts: There are many different types of alterations that can be made on these garments, depending on how well the alteration person does this type of work. The alteration most commonly requested probably is the changing of the hemline. This again is a very good money-making alteration and usually does not involve too big a problem.

Very often a customer would like to have a dress or skirt taken in or let out. But this means you should have a room with a full-length mirror so that the customer can see what is going on. Taking in or letting out a waistline is another helpful alteration for your women customers.

Of course, tears occur to ladies' garments as well as to men's, so that repair is another good service to make your customer happy.

Also, zippers get broken in ladies' garments just as in men's trousers. Again you can get zippers in lots of a dozen or more, in both different colors and different lengths and types. A zipper for the placket of a dress is not the same that would be used in the skirt or the back of the dress.

Of course, the alteration or repair department must have supplies. It is most important to have the right shade of thread to do the above repairs or even free sewing. You might

replace a button for your customer but if you do it with green thread on a blue dress, she will not thank you for it.

Most of the girls in the alteration room find that a pincushion that snaps onto the wrist is a handy accessory. It can hold needles with black, white, tan or brown thread so that while the girl is inspecting a garment of one of these colors she can immediately sew a small area without having to look for a needle.

Be sure to follow the rules given in a previous article on the inspection of garments. If the recommended method is followed, the inspector will not miss any of the small repairs or loose hooks and eyes that should be taken care of in free repairs. And, while the garment is in the inspector's hand, she can touch up the repaired area immediately with the steam iron, making sure she is on the wrong side of the garment, to prevent shine.

How far you wish to go in serving your customers is up to you. They are your bread and butter; the use of alterations to help them may put jam on your bread. ##

COMPRESSED AIR

Continued from page 46

equipment may have. There is no point in subjecting such protective valves to constant duty.

Right after the lower valve comes a battery of filters. Actually, a single filter properly sized and properly built for this service will do an excellent job. No matter how well you protect the compressor supply (Fig. 4) you want to take equal precautions for the specialized equipment you will have using the compressed air at the work station. Filters at this point make as much good sense as traps. Always use them.

Operation

For the best operating experience, routine maintenance checks are a must. Blow down the main line at least once a week to clean out water and deposits; once a day for the work stations.

Check compressor intake and exhaust valves and packings according to the manufacturer's service manual.

Install a pressure gauge at each work station for an immediate check on input pressure. This should simplify the job of tracing poor perform-

ance to its source. Check with the master gauge every six months.

Steam-clean the aftercooler at least every five years. Oil leakage from the compressor sometimes coats pipe with a varnish-like substance.

Take a stroll through the plant when the day's work is done and listen for leaky conditions; they may escape detection when the plant is busy.

Install a shut-off valve above the air-hose connection, so that defective hoses may be replaced without shutting down the entire system.

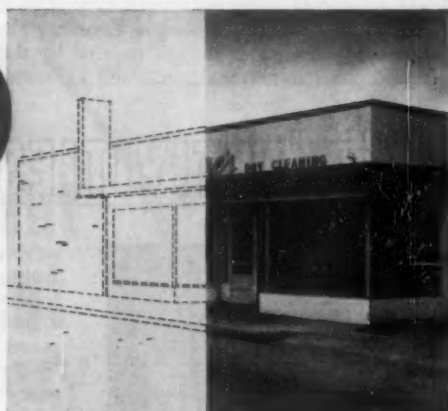
Keep accessibility in mind when-

ever you make improvements on your system. If repairs have to be made, it's better to make them where you can get at them. Refer to Figs. 4-8 for some graphic tips on good compressor operation.

Finally, the relatively small cost of properly equipping a work station (Fig. 3) will build additional confidence in the mind of the operator and encourage special care of the station. Such an improvement in worker attitude can pay dividends in lower maintenance costs and increased production. ##



**Are you running
half a business**



You don't have a complete plant without a storage vault

What used to be a sideline has become a standard part of the drycleaning business—and a highly profitable one. Successful cleaners all over the country have proved that a good storage vault brings a higher return for each dollar invested than any other new equipment you can buy.

Storage brings in profits three ways:

1. Through storage fees themselves
2. Through cleaning of stored garments
3. Through increased year-round business from new storage customers who keep coming back.

Many cleaners say they more than pay for the vault equipment the first year.

And the best equipment is the cheapest in the long run. Haertel Vaultmaster packaged units give long years of economical and trouble-free service. They provide *all* the necessary controls automatically: humidity, temperature, fumigation and ventilation. Haertel engineers will help you design an efficient vault.

Learn how you can join the money-making Haertel parade. Mail the coupon or call us today.



WALTER HAERTEL CO., 2840 Fourth Ave. S., Minneapolis 8, Minn.

☐ Please send me your free brochure in which cleaners and laundresses using Haertel vault equipment tell how it pays off for them.

☐ Please have a Haertel man call to look over my plant and answer my specific questions.

FIRM NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

SIGNATURE _____

ASSOCIATION NEWS

International Conclave in Aloha State: The Third International Drycleaning Convention of the Pacific Area will be held at the Princess Kaiulani, Honolulu, Hawaii, February 17-19, 1961. The first of the international conventions was held in Tokyo, Japan, and the second in Long Beach, Calif. This third meeting places the convention site some half-way between. Speakers from the United States, Canada, Mexico, Japan, Australia, the Philippines and New Zealand will be featured.

The sponsors of the meeting, the California Drycleaners Association, 28 N. First St., San Jose, Calif., and the Japan Drycleaning Association, Tokyo, point out that here is an opportunity to enjoy a vacation in Hawaii, contribute to international goodwill, and do it all at minimum cost and as a business expense.

##

Cleveland Clothing Drive Hits Record: The Cleveland Cleaners Institute clothing drive pulled in 16,200 articles, passed on to over 100 deserving families. The drive, an annual event in Cleveland, was covered by the *Cleveland Press and News* and on local radio and TV stations.

New Southern Group Formed: Seven laundry and cleaning firms have formed the Greenville (S. C.) Professional Launderers and Cleaners Association. The new group has started an advertising and public relations campaign to maintain a high quality service and to raise the status of professional launderers and cleaners in the public eye.

Jack Foster, president of Bell Laundry and Cleaners, was elected president. Members include John Burns of Arrow, Jack Foster of Bell, Fred Gregory of Gregory, Wheeler Powell of Ideal, Harry Ward and Pat O'Neal of Palmetto, R. B. Thomasson of Thomasson Brothers, W. V. Barbour and Fred Jameson of Town and Country.

##

Late Returns From New Jersey: The Bergen County (N. J.) Chapter of the Neighborhood Cleaners Association has elected Hal Levey of Fine Arts Cleaners president of the chapter. Other officers are Larry Newman, Cress Cleaners, vice-president; Len Contrino, Cadet Cleaners, secretary; Sam Gruen, Cortley Cleaners, treasurer. Directors elected are Murray Kaplan, Sid Weinryb, Ivan Grossman, Stan Herzog and Joe Boren.

N.I.D. ACTIVITIES



New Zealand Graduate: Jerry Nicklaw, NID director of education, is shown awarding Paul Naismith his diploma as his proud father looks on. Paul's father is Norman Naismith, owner of New Zealand Dry Cleaners & Dyers, Auckland. Paul was one of the graduates of the NID's 55th Management class.

##

Recent Bulletins: Fabrics-Fashions Bulletin FF 74 deals with a new synthetic fiber, Zefran. Selling Tips Bulletin ST-17 contains Telephone Tips, while Management Bulletin M-71 is on Business Management, Part II. Sales Meeting Guide SMG-17 is concerned with Telephone Usage, and Practical Operating Tips P-45 contains Quality Tips on Coat Finishing.

##

Progress Report: One of the subjects

receiving special attention from the Institute's Textile Analysis Advisory Committee at its recent meeting was a progress report on the NID's proposed claims adjustment guide.

The committee also welcomed a new member, Dr. Harley Y. Jennings, professor of Textile Research at North Carolina State College. He succeeds Charles A. Seibert who had been with the committee since it began in 1957.

##



Dr. Lyle Receives Guests: Four of General Electric's home economists recently visited Dr. Dorothy Lyle at the National Institute of Drycleaning. Dr. Lyle, director of consumer research at NID and president of the American Home Economics Association, showed the visitors what is being done in fabric research and also in

USA Joins NID vs. Webster: The Government Printing Office Style Book now spells drycleaning as one word, backing up the National Institute of Drycleaning which has been urging the one-word spelling since 1953. Dictionaries do not yet spell it as one word. The NID (and this magazine) contend that drycleaning comprises more than the one process and is not altogether dry.

##

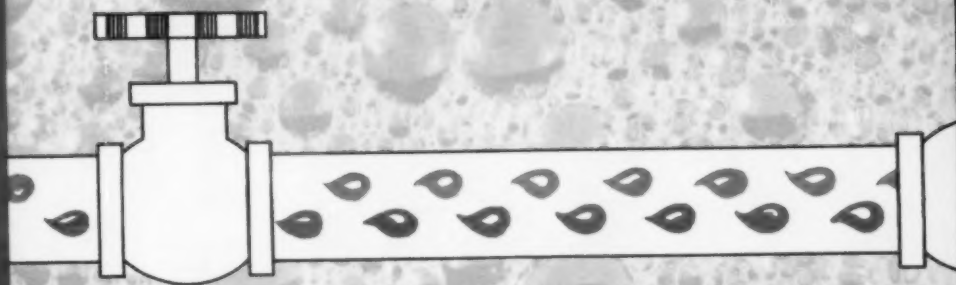
the NID consumer research program.

Shown left to right: N. Ember Day, regional home economist, Central region; Dr. Lyle; Marlyn Miles, staff home economist, GE Consumer Institute; Helen Kirtland, manager of the GE Institute, Louisville; Rita Schneider, regional home economist, Eastern region.

DEFERX

**Efficient
Solvent
Recovery**

**An Easy
Way to Make
Extra Money**



DETREX Solvent Saving Units

Synth-O-Saver

**RECOVERS MORE SOLVENT
FROM GARMENTS, FASTER—
PREPARES THEM FOR
EASIER, FINER FINISHING**

Pioneer of solvent recovery machines, the Detrex Synth-O-Saver has been proved and approved by thousands of plant owners. Today's Synth-O-Saver reclaims the maximum amount of solvent from garments and fabrics—and does it faster.

The Synth-O-Saver not only leads the field in reducing solvent costs—it also saves importantly on finishing time and expense—because garments come out dry, odorless and virtually wrinkle free.

Four Synth-O-Saver models are available, two standard and two automatic, providing just the selection of units you need to best fit the needs of your drycleaning operation.

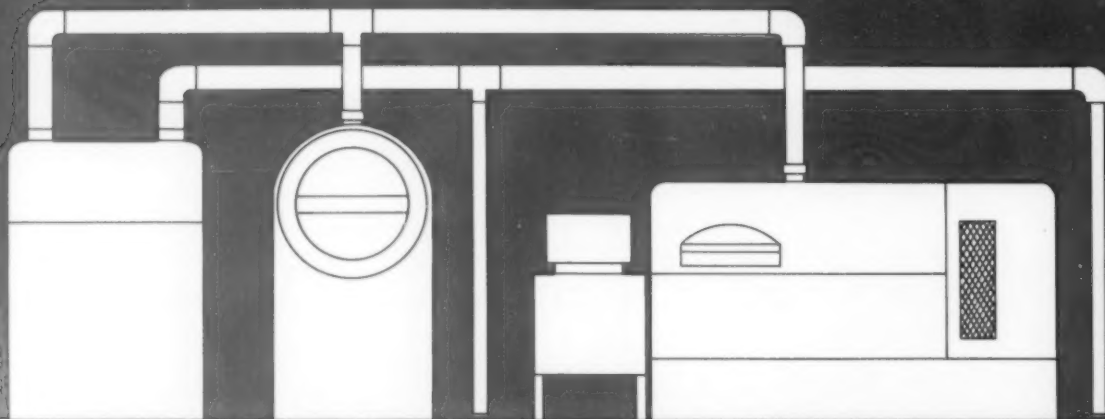


◀ **Standard Model 326**
Automatic Model 326A
35 lbs. Basket Capacity
12 Minutes Recovery Time
95%-98% Recovery Efficiency
40" Wide x 32" Deep

Standard Model 340 ▶
Automatic Model 340A ▶
50 lbs. Basket Capacity
12 Minutes Recovery Time
95%-98% Recovery Efficiency
51" Wide x 51" Deep



It Takes Both Units to Give You the Best Results



Proved Best for Bigger Profits

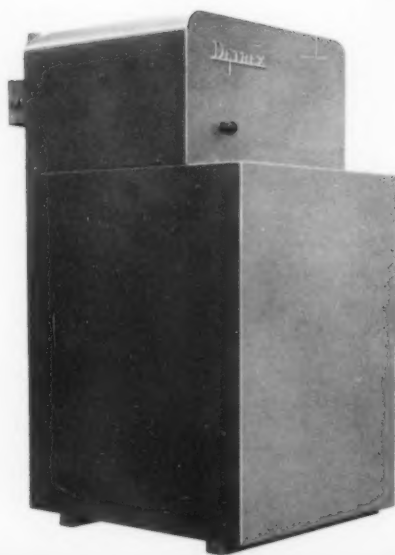
Econ-O-Perk

**RECOVERS MORE SOLVENT
IN YOUR PLANT—
MAKES FOR INCREASED
EFFICIENCY AND PROFITS**

This newest Detrex solvent saving device, the Econ-O-Perk does for your plant what the Synth-O-Saver does for garments and fabrics—making each drum of solvent do double duty—quickly paying for itself through reduced solvent purchases.

New Econ-O-Perk features include—twin, high velocity fans that provide continuous collection of solvent vapors—360-degree angle of vapor pickup from floor intake ducts, without the use of dampers or directional grills—high capacity condenser to reduce stripping time—sock-type lint traps that provide more area in a smaller space.

The compact width of Model 31, only 34 inches, permits it to be moved through a standard 36-inch door.



Model 31

34" wide x 38½" deep
300 lbs. Carbon Bed
5 gal. Recovery Capacity
2 Intake Ducts



Model 61

68" wide x 38½" deep
600 lbs. Carbon Bed
10 gal. Recovery Capacity
4 Intake Ducts

In laboratory tests and on the job, the Synth-O-Saver and the Econ-O-Perk each have proved their ability to do a specific solvent recovery job—easier, faster, more efficiently. But it takes both units, working together, to really cut solvent consumption and solvent costs to the very bone.

And that is only the beginning of their advantages. The improvement in plant conditions provided by the Econ-O-Perk, and improvement in condition of clothes provided by the Synth-O-Saver, are extremely beneficial factors.

CLIP OUT AND MAIL FOR MORE INFORMATION

DETREX CHEMICAL INDUSTRIES, INC.

Box 501, Detroit 32, Michigan

Please send me the following Detrex literature:

- | | |
|---|--|
| <input type="checkbox"/> Monarch 528 and 528B literature | <input type="checkbox"/> Synth-O-Saver literature |
| <input type="checkbox"/> Diplomat 561 and 561B literature | <input type="checkbox"/> Econ-O-Perk literature |
| <input type="checkbox"/> Ambassador 601 and 601B literature | <input type="checkbox"/> 30-Month Lease Plan Information |
| <input type="checkbox"/> Please have a representative call | |

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Lease NEEDED NEW EQUIPMENT NOW

PURCHASE LATER OUT OF PROFITS



CORONET

Made-to-order for
Low Volume Operators.
Single-Bath Model 422.
60 lbs. per hour.



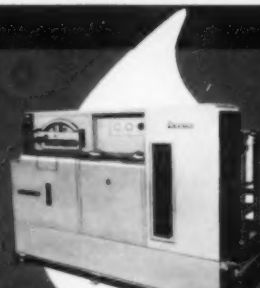
Deluxe MONARCH

Ideal for operators in
Medium-Low range
Single-Bath Model 525
Two-Bath Model 525-B
140 lbs. per hour



Deluxe DIPLOMAT

Meets the Needs of all but
Biggest Operators. Single-
Bath Model 561
Two-Bath Model 561-B
200 lbs. per hour



Deluxe AMBASSADOR

Highest Capacity in the
Synthetic Field
Single-Bath Model 601
Two Bath Model 601-B
300 lbs. per hour



ECON-O-PERK

Model 81—10 gal. capaci-
ty for larger sized
operations.
Doubles solvent mileage
through air recovery.



ECON-O-PERK

Model 31—3 gal. capacity
for smaller sized
operations. Doubles
solvent mileage through
air recovery.



SYNTH-O-SAVERS

Standard Model 325,
Automatic Model 325-A.
35-lb. capacity.
Recovery Efficiency:
85% to 95%.



SYNTH-O-SAVERS

Standard Model 340,
Automatic Model 340-A.
55-lb. capacity.
Recovery Efficiency:
85% to 95%.

LITHO IN U.S.A.

BUSINESS REPLY CARD

No Postage Stamp Necessary if Mailed in The United States

5c POSTAGE WILL BE PAID BY —

DETREX CHEMICAL INDUSTRIES, INC.

BOX 501, DEPT. KK-600

DETROIT 32, MICH.

FIRST CLASS

PERMIT NO. 9288

Detroit, Mich.

Mail this Post Card
TODAY

for complete information on Detrex equip-
ment, financing terms or leasing plan. Just
fill in and mail, no postage required

DETREX

CHEMICAL INDUSTRIES, INC.

BOX 501, DETROIT 32, MICHIGAN

LEGAL DECISIONS

By A. L. H. STREET

Cleaner Not a Warehouseman

Can a cleaner be considered a warehouseman under local laws?

Uninformed cleaners should check with their lawyers to see if they are subject to regulations as "warehousemen" under local statutes. This is prompted by a decision rendered by the New Hampshire Court in the case of *State of New Hampshire v. Frost*, 17 Atl. 2d 441.

A New Hampshire law specified that anyone operating a warehouse for the "storage of goods, wares and merchandise for hire" should be regarded as being a "public warehouseman" and must be licensed as such.

The defendant operated a cleaning establishment, including a separate room where winter garments were stored for a fee. The storage room was a mere adjunct of the cleaning business as commonly carried on in the industry.

The defendant was prosecuted by the state because he had not applied for a license. The Supreme Court dismissed the suit on the ground that the defendant was not a "public warehouseman" within the meaning of the law. Here are the outstanding paragraphs of the court's opinion:

"If the storeroom of the defendants may be regarded as a warehouse, and if their storage business may be regarded as that of a warehouse notwithstanding that it was a subsidiary standing of incidental connection with their main business of cleaning, it is a close and difficult question whether the articles they store are within the statutory meaning of goods, wares and merchandise. If goods, clearly including wares and merchandise, is meant comprehensively to include other articles, it would seem that the words wares and merchandise serve no useful purpose of description. If, however, they signify the kind of goods to which the act relates, then furs and winter garments such as the defendant stores are apt to be classified as wares and merchandise. Belonging to their owners for personal use, usually specially fitted for an owner to wear, usually having had some wear, stored for hire until use is begun or resumed, rarely intended for sale and having a market value greatly less than the value to the owner, they peculiarly lack the mercantile characteristics of the property which is a subject of trade and commerce, as denoted by the expression goods, wares and merchandise. Motor

vehicles when stored in a garage are not regarded as goods, wares and merchandise stored in a warehouse, at least when the storage is transient and temporary. Nor is an auctioneer who stores goods until their sale at his place of business where he conducts sales ordinarily regarded as a warehouseman, even if he makes a storage as well as a selling charge."

Fraudulent Insurance Claims

Can false proofs of loss prevent collection?

Yes. The insured, under a fire insurance policy, sued for loss of business property, including building and contents. The insurer defended on the ground that under the terms of the policy, it was rendered void by the insured's fraudulently overstating the value of the property destroyed. The insured claimed \$95,000, the insurer \$12,000. A jury awarded \$33,000 which was about the actual loss. The trial judge had told the jury that they could award any sum between \$12,000 and \$95,000.

The United States District Court, Northern District of Florida, declared the award void. In ordering a new trial, the court decided: The judge erred in allowing the jury to fix the loss anywhere between the amount claimed by the insured and that admitted by the insurer. Generally, if sworn proofs of loss contain false statements, known to be false by the person making them, for the purpose of perpetrating a fraud, the entire policy will be voided and reinsured cannot collect anything. A mere overstatement or error in judgment as to value of goods destroyed, or mistake or inadvertence, will not void the policy. Nor will it be void unless proof of false swearing is such that no other conclusion can be drawn, and the amount of the overvaluation is indicative of fraud. Slight exaggerations or immaterial overvaluations will not generally result in the voiding of the policy. (181 Fed. Supp. 496.)

In "Legal Decisions for the Dry-cleaner," by A. L. H. Street, problems discussed are classified by subject for convenient reference.

"Legal Decisions for the Dry-cleaner" is available at \$2.00 per copy from:

THE NATIONAL CLEANER
466 Lexington Ave.
New York 17, N. Y.

Puts Your Handling on Wheels

BISHOP CLOTHES CARTS



MAKE PRODUCTION ROLL FROM ONE OPERATION TO THE NEXT AT 1/2 THE COST

Holds 150-200 lbs. Height 45" at ends; 18" wide; 36" long. Flat-form height adjusts from 23" to 35". Ship. wt. 50 lbs. **only \$2950**

Model B2-100 © 1960 DF CO.

BISHOP FREEMAN CO.
MEX. EVANSTON, ILL. U.S.A.

INTRODUCING PLEAT-A-DRAPE

WORLD'S FINEST DRAPERY PLEATER
by VANBAR



FAST

One operator—200 pleats per hour! Motor driven! Perfect pleats faster than any other method now used!

EASY TO OPERATE

Pleating and banding is done in one easy machine operation from standing position. Even the 30 pleat lined drapery is no problem for one operator.

EXTRA PROFITS

You receive extra profits from this additional service to your customers. The Pleat-A-Drape pays for itself several times in one drapery cleaning season. Only 3 ft. x 4 ft. of floor space is required for this sturdily built, efficient, fast, economical machine.

Write for complete information
(Jobber's inquiries invited)

VANBAR
COMPANY
515 N. Monroe St. Decatur, Illinois

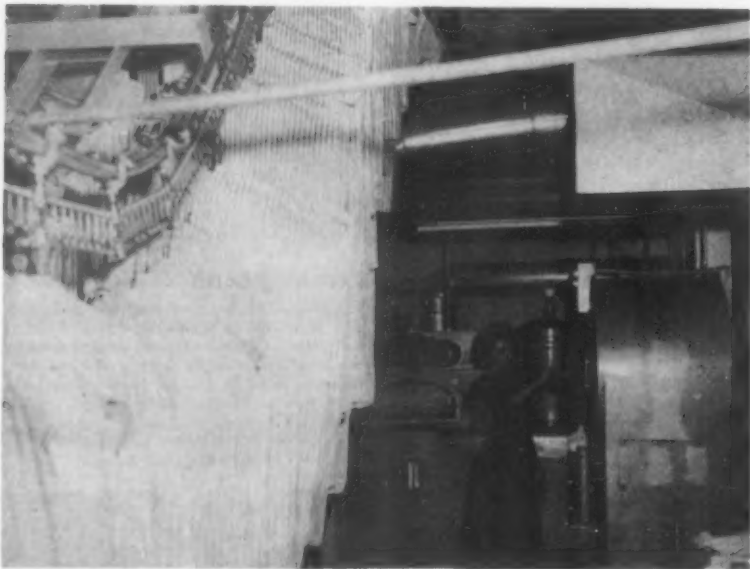
Penthouse answers storage question

Inclined conveyor saves space and also increases business

By ART SCHUELKE



Rooftop addition holds finished garments out of the way of the production area in plant



Garments ride up incline right over cleaning department

A DILEMMA confronted Jack McCambridge of M & M Drive-In Cleaners, Newark, Delaware, about a year ago. One of his two plants, which are five miles apart, was operating just about at capacity.

He needed more room for the continued growth of the business. Yet the only space available was his customer parking area, with a capacity of 10 cars. This couldn't be used because the plant depends heavily upon its cash-and-carry volume. Since the plant is located practically in the heart of the town, street parking is at a premium. If he sacrificed the parking lot, there wouldn't be much reason to expand.

The problem

There were two reasons why an answer was needed. First, because M & M is largely cash-and-carry, more space is needed to store the garments that the customers don't pick up promptly. Second, the firm does quality work and advertises that fact.

Some 300 square feet of space were used for double-decked racks, plus another 100 square feet for shirt storage. It got so bad Jack McCambridge was piling shirts on the ledge of the call-office window, which didn't add to the attractiveness of the place.

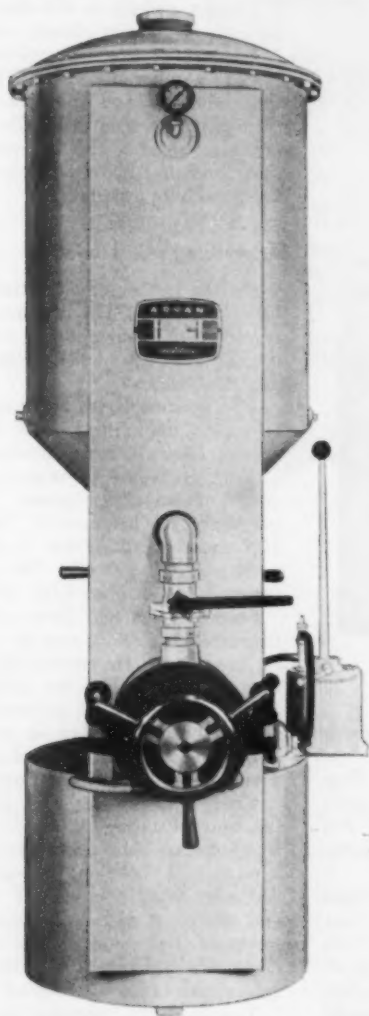
Several months earlier he had called in a conveyor firm in our industry in the hopes that mechanized conveyors would save precious floor space. But the fieldman who called on him couldn't offer enough square feet of extra space to warrant the expense.

Then, one day a new salesman for the conveyor firm dropped in on a "cold turkey" call. Jack McCambridge said that he had already talked to the salesman's company but that no solution had been reached toward adopting conveyors. The enterprising fellow asked for a chance to study the problem. Jack agreed and in a few days the salesman came up with the answer.

The solution

He suggested that Jack build a penthouse on top of his plant to house two inclined conveyors. He drew out the plans showing that more garments could be stored in only 100 square

NOW . . . A CLEAN FILTER Every MORNING! IT TAKES JUST 60 SECONDS WITH THE NEW ARVAN STROF-O-MATIC



**JUST TURN A WHEEL and
PUSH A BUTTON**

**RECLAIM 35% MORE SOLVENT
WITH NO COOKING!**

RIGHT NOW—ALL OTHER FILTERS ARE
OUT OF DATE . . . HERE AT LAST IS AN
AMAZING NEW FILTER.

TRULY NON-BRIDGING
. . . COMBINED WITH A SUPER-EFFI-
CIENT AUTOMATIC METHOD OF COLD
MUCK PROCESSING . . . IT'S QUICK . . .
IT'S CLEAN . . . IT OBSOLETES OLD
FASHIONED COOKING.

Plus . . . THE ARVAN STROF-O-MATIC PUTS
MORE MONEY IN YOUR POCKET.
YOU SAVE ON SOAP . . . UP TO 50%.
YOU SAVE ON LABOR . . . NO MUSS OR FUSS.
YOU SAVE ON TIME . . . NO COSTLY SHUTDOWNS.
YOU SAVE YOUR HEALTH TOO!
YOU DON'T NEED STEAM.

THE SUPERIOR TROUBLE-FREE ARVAN
FILTER IS ENGINEERED TO PAY FOR
ITSELF IN . . . SAVINGS.

USERS ACCLAIM THE ARVAN STROF-O-
MATIC THE GREATEST DEVELOPMENT
IN FILTER HISTORY!

FOR COMPLETE DETAILS: MAIL THIS COUPON TODAY.

ARVAN

FILTRATION SPECIALISTS
PRODUCTS, INC.
WEST MIDDLESEX, PA.

ARVAN PRODUCTS, Inc.
WEST MIDDLESEX, PA.

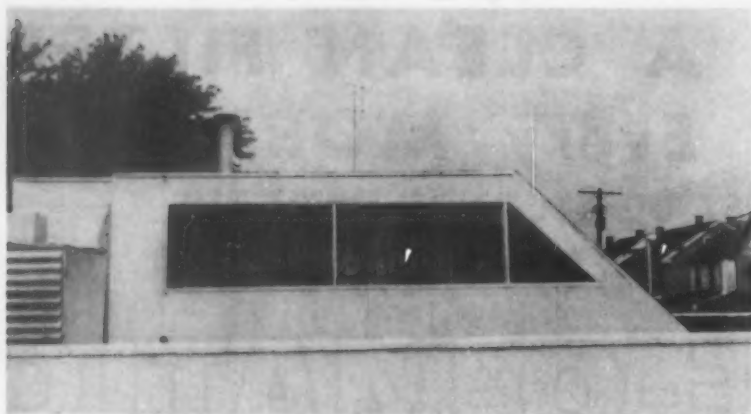
Gentlemen: Please send me full information on your new
Arvan filter . . . No charge.

Name.....

Address.....

City.....State.....

I am a plant operator ☐ I am an equipment operator ☐



Penthouse has two conveyors. One closest to window is floodlit and revolves during evening hours to attract attention



Dial controls operate all three conveyors for fast customer service

feet of space than in the old setup of better than 400 square feet.

A contractor was called in who built the penthouse for \$2,500. The addition is 30 feet long by 10 feet wide and is a bit more than 6 feet high. One side of the addition is glassed in. This faces the street and serves as a very effective merchandising tool.

The penthouse is illuminated at night and the conveyor alongside the window is left running in the evening until about 11 o'clock when a timer shuts it off and also the lights.

Each of the two conveyors handles 600 garments. In addition to these two, there is still another shirt-bundle conveyor which holds 1,200 shirts.

And all of this uses up only 100 square feet of floor space.

Jack gained over 300 feet of floor space for production and supply storage. On top of that, he did all this without using up any of his valuable parking space for his customers.

But there are still other advantages to the new setup. Each conveyor has automatic dial-type controls. With these, customer service has been greatly speeded up. It takes fewer employees to handle the counter. Previously the girls had to work up and down crowded aisles, searching for orders, while the customers fretted.

The improved service, plus the motion of the conveyors which adds ac-

tivity to the call office and fascinates the customers, has resulted in more sales.

We mentioned earlier that the plant does quality work and advertises that fact. And it advertises! For the four or five years before the penthouse conveyor installation, Jack spent between 8 and 10 percent of his gross on advertising. When he started the program the plant was running at less than 50 percent of capacity.

When the installation was made, volume was right close to 100 percent. Coincident with the conveyors, Jack cut his ad budget in half, to 5 percent (which is still the kind of figure more plants should consider).

In spite of this cut, volume went up still another 5 percent. Thanks to the conveyors and the space saved, the plant was able to handle it. Jack attributes most of this increase to the merchandising he has received from the penthouse installation.

Advertising still needed

On the matter of advertising, Jack had this to say: "The product in itself isn't enough. You've got to yell about it. The one who hollers the loudest gets the business."

The bulk of Jack's ad budget goes for direct mail. Because of the location of Newark, both radio and television time would be wasted as they cover metropolitan areas that do not make up his market. The plant also runs an ad in the local paper each and every week. The ads are generally about one-eighth of a page.

Several years ago Jack built a refrigerated fur vault, one of the largest in the area. He never took in more than a few hundred fur coats. So a few seasons back he promoted wool storage heavily. Today he stores between 7,000 and 8,000 wool garments a year. This, because he promoted it.

Every garment bag, each shirt bundle, and all stationery bears a distinctive logotype. And wherever possible, a picture of the plant appears in advertising copy. The use of the logo and the plant picture helps build an image of the business in the minds of customers and prospects. This idea is subscribed to by advertising experts.

Thanks to the conveyor penthouse, Jack McCambridge can handle the volume that his advertising methods have produced. It's possible this setup can help you with a similar problem in your plant. # #

YEAR 'ROUND CUSTOMER-ATTRACTOR PUTS THE SPOTLIGHT ON WINTER PROFITS



This new electric flasher display
will bring them in

It's the perfect dry-cleaning display that will brighten your window . . . and bring extra business.

It's a four-season display, with the appeal changing from spring—to summer—to fall—to winter. Beautiful permanent frame. It's a \$5 value . . . but you can get

one free, when you order Diamond Perchloroethylene . . . your best buy in superior cleaning solvents.

See your Diamond Alkali distributor or write to Diamond Alkali Company, 300 Union Commerce Building, Cleveland 14, Ohio.

Remember *Diamond Perchloroethylene*. It's the stabilized solvent that produces uniform, high-quality work — the kind that brings customers back.



Diamond Chemicals



Drycleaner and homespun wit Thad Ansley in front of his "15th & Famous" Ansley Cleaners in Amarillo. The cleaning bank at right is much-used customer convenience

Mad Thad's ads . . .

sell with a laugh

JACK PAAR received a wire from Texas one night in mid-May shortly after Krushchev walked out of the Summit Conference in Paris.

In reference to his own widely publicized and successful walkout on NBC, Paar read, "Mad Thad, page one columnist, Amarillo *Globe-Times*, says: Who does Krushchev think he is — Jack Paar?"

The wry comparison is typical of Mad Thad's wacky insight into current events.

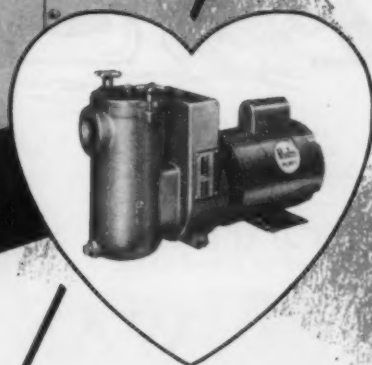
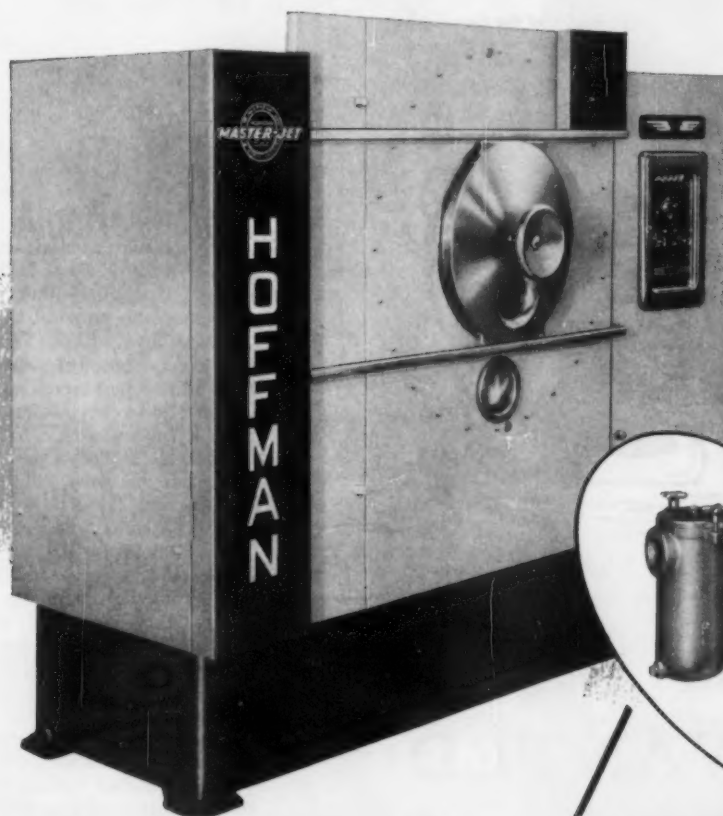
Thad Ansley, the owner of Ansley Cleaners in Amarillo, has become well known in Texas and surrounding states for his barbed comments on general topics even though he started his newspaper squibs simply to advertise his business. Today Thad discusses politics as well as drycleaning.

Thad's reputation as a wit first received national attention in 1952 when Governor Allan Shivers of Texas was



Finishing touches go up with the sign. Six-inch red block letters on side of plant blast Thad's latest witticism to traffic below

The **HEART** of any drycleaning unit
is the **PUMP!**



HOFFMAN selects **MARLOWS** for new Master Jet 445

When Hoffman designed the all-new Master Jet 445, they built into the unit exclusive *jet balancing* and many other outstanding features. The new machine, backed by Hoffman's more than 50 years of experience in manufacturing garment cleaning and pressing equipment, is available in both single and two-bath models. The new "445" unit has no confining partitions, eliminating the time-consuming proportioning of loads by weight... makes loading easier. This construction insures full-drip, deep-rib cleaning action.

The new Jet automatically compensates for load unbalance during the high-speed extraction cycle. Balance is always smooth through every turn of the cylinder. Solvent is removed faster, reducing reclaiming as well as tumbling time.

With all these fine features incorporated into the new Jet, it was only natural for Hoffman to standardize on Marlow *self-priming centrifugal pumps* to circulate solvent to the jets and cylinder.

For many years, Marlow Pumps

have helped make good drycleaning equipment *better!* Marlow *drycleaning pumps* are specially engineered for the job. A Remite® seal eliminates shaft leakage. There's no solvent loss—floors stay dry and clean. No pump worries, plus space-saving design, sturdy construction, quiet operation—are but a few of the many Marlow advantages.

Write today for complete information on these efficient, dependable, long-lasting pumps and the name of your Marlow dealer.

MARLOW PUMPS

DIVISION OF BELL & GOSSETT COMPANY

Morton Grove, Illinois

MIDLAND PARK, NEW JERSEY

Longview, Texas



0-277

Topics of the times also come in for comment in informal Will Rogers style, plus public service appeals



This Ain't On Vaseal Holidye!...

Many of the drycleaner's jokes are on himself—enhancing acceptance of his humorous approach

WANTED

By this two-faced, double charging, ALLEGED cleaner, Thad Ansley, ALIAS; Uncle Teeber; Squarehead.



\$100,000,000

worth of

in Amarillo campaigning for reelection. A hot issue of both national and state campaigns that year was the Democratic proposal to take the tidelands away from Texas. Democrat Shivers opposed the idea.

Shivers had seen a sign on Republican Thad's drycleaning establishment. In a speech over a nationwide radio hook-up Shivers used the slogan to express his own political sentiment. He read:

"A is for Adlai,
But I is for Ike.
15th & Shiver my Tidelands."

In his wry comments on daily topics Thad resembles another noted Southwestern wit. But while Will Rogers wrote essays, Mad Thad usually makes a brief point. In addition, Thad's humor is usually more sophisticated than the earthy Rogers' sketches. However, Thad considers himself rather unworldly.

"I push myself to brashness," Thad said. "I grew up shy. I was the fifth boy in a family of seven children down in Channing, 50 miles from Amarillo. With those odds, I got beat down. But I learned to reach or starve to death. And after battling brothers and sisters a while, I got pretty good at repartee."

Each day Thad greets fellow Amarilloans on the front page of the afternoon paper as well as on the inside pages in a one-inch ad which has run every day since 1938.

"Those guys at the newspaper kept pestering me to advertise," said Thad. "I finally agreed to buy an inch a day with the stipulation I could say what I wanted."

At first, Thad steered away from direct comment on worldwide issues. His ads were closely tied to the drycleaning business.

During World War II, Ansley Cleaners had more business than it could handle. But superprosperity changed shortly after peace was signed and Thad wrote: "Wanted: All those customers I insulted during the war. Ansley Cleaners, 15th and I apologize."

Continued on page 86

No time to chat!

Must tell
America about the
**NEW
SPENCER
"MINOR"**
20 lb. synthetic
dry cleaning machine



Needs just 5' w. x 2'6" d. floor space
Saves up to 40% in solvent
Provides fully automatic controls

Plus these remarkable features:

- Single charge tubular filter
- Thermostatic dry control
- Electrical or steam heating
- Efficient, thorough drying & extraction
- Much more cleaning mileage per solvent drum than any other make
- Sturdy construction
- Ideal weight distribution for rigid stability
- Simple, easy maintenance
- Custom-built, trouble-free performance!

For further details write J. P. Spencer Corp., 173 Summerfield St., Scarsdale, N. Y.

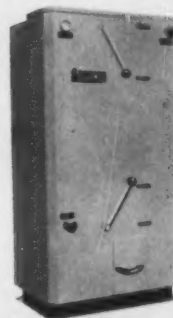
Or see your authorized dealer

Metropolitan Dry Cleaning Machinery Co.
127-19 101st Avenue, Richmond Hill, New York
(In N. Y., N. J., & Conn.)

Carman-Mitchell-Wing
62 Montvale Avenue, Stoneham, Mass.
(In New England States)

Sterling Machinery Co., Inc.
5699 Rising Sun Avenue, Philadelphia, Pa.
(In Pa., Southern N. J., D. C., Md., Va., Del., W. Va.)

Another
SPENCER
achievement!



"SYNCLAMER"

Solvent Recovery Economizers

Virtually doubles solvent savings for every installation. In six sizes. Registers profits right from the start!

Cleaning requires scientific procedures

Top quality is possible,
but you have to stick
to the rules

By CORT ANTONSON

MANY OF YOU READERS, like myself, have been involved in the drycleaning industry for 30 years or more. Those of you who fall into this bracket can recall the days when the drycleaner would dip a scoop or dipper into a barrel of some emulsion product and pour it over the wheel of the washer.

As a youngster I always wondered just how the drycleaner knew how much of this solution he should add, because sometimes he would add two dippers and sometimes one and a half. Of course the answer is that he didn't know how much to add. His years of experience gave him some idea that under certain conditions he might add a little more or a little less, but he didn't actually know.

This same drycleaner was aware that some things affected his cleaning efficiency. Most old-time drycleaners will recall how the theory was that new solvent was "too sharp" to give good cleaning results, but the same solvent after a few days running improved in cleaning efficiency. But so far as the scientific reasons for good or poor cleaning efficiency were concerned, the cleaner of some years ago was very much in the dark. This is not to say that he wasn't aware of the importance of good filtration, good solvent condition, running times, etc., but it was not generally considered so important to have control of these factors.

During the past 10 years considerable progress has been made in the effort to learn why certain things are done in drycleaning procedure instead of merely accepting what has been done in the past as sufficient. This

change in attitude has probably developed, at least in part, as a result of the general change in cleaning procedure to what is referred to as the "charged system."

Interestingly enough, I have often heard a finisher remark to the drycleaner, who for the first time was doing a titration of his charged solvent to determine its concentration, "So you're going to be a chemist now, eh, Joe?" or words to that effect. And this "fear" of the drycleaner of having to become a chemist was very definite. In fact, in many instances it was quite a problem that had to be surmounted in order to gain the cooperation of the drycleaner.

The fact remains that Joe actually is becoming something of a chemist in a practical sense. When he is titrating



A classification rack like this at the marking station makes the cleaner's job easier and assures better work.



Modern controls take out a lot of the guesswork of the past

his solvent he is doing practical applied chemistry. He is also being a chemist after a fashion when he checks the contamination of his solvent, and when he checks on many other phases of the drycleaning job.

In a recent talk before a Canadian drycleaning association I compared the drycleaner to a baker—and I think they have much in common. A drycleaner who was formerly a baker pointed out to me that when the relative humidity in the air was high they would alter the addition of water into the dough by as much as 2 quarts! Like the baker who makes up his dough by carefully controlling the ingredients, we drycleaners must also learn to control the ingredients of our "dough."

The baker can change his formulas and bake cake and bread or various other products. We, too, must learn that we also produce various products in the drycleaning room. Certainly we cannot clean all loads in the same manner and expect to get a different end product any more than the baker can do the same thing and arrive at bread, cake, rolls, etc. We must learn to alter the ingredients of our processing to arrive at the product we want. Let's take a look at the ingredients and the part they play in getting us the product we want.

I will not attempt to cover these "ingredients" in order of their importance but on that basis solvent would probably be rated number one. Much has been written and said on this subject, but whether the solvent is synthetic or petroleum one thing I think is very certain—it must be kept clean!

There was a time when it was felt that because our cost to clarify 4 per-

"-----THOSE MOTHS!!!

**next time I'll have my clothes drycleaned by
a SANEX drycleaner! SANEX is the world's
leading mothproofing with a Purifying Finish."**



Garments that are MOTH-PROOFED, ODOR-PROOFED
AND GERMISEPTICALLY SANEX cleaned will keep old cus-
tomers and win new customers.

*1961 SANEX Sweepstakes and Action Packed Merchan-
dising Program Bigger and Better Than Ever!*

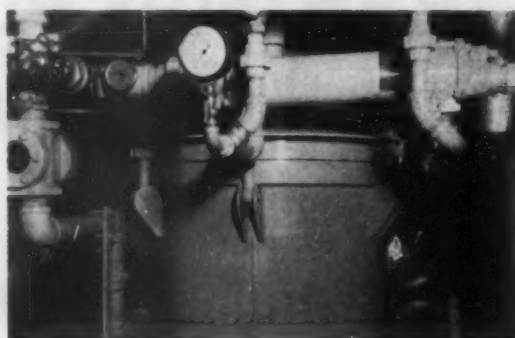
*Call your Sanex
distributor now or write*



Signal

CHEMICAL MFG. CO.

5020 RICHMOND RD., BEDFORD, OHIO



Solvent (above) must be cooled, or heated, to maintain best cleaning temperature, which is 75 to 80 degrees

Supplies (left) should be used in the right amounts as prescribed by the manufacturer

cent detergent systems was high, we were somewhat justified in not keeping such washing systems clean. It is my firm opinion that no matter what the charge concentration, the washing solvent must be kept clean. I have seen solvent systems so full of contamination that it seemed to me that the solvent itself had lost its property as solvent and was more like bunker oil. I think no detergent or concentration of it can compensate for clean solvent. And fortunately the newer detergents, being much more soluble in solvent, can be clarified in greater degree by the use of carbon, thus helping us to maintain cleanliness.

In addition, the importance of solvent temperature is fast being realized. I well recall the drycleaner who went

into his plant early on the Friday morning following Thanksgiving in order to have some loads ready for the finishers when they came in. During the time of cleaning, steam was coming up in the boiler but he could not preheat his solvent and it was stone cold. The three loads he ran were so poor from a standpoint of water-soluble-soil removal that the finishers doubted whether he had actually run them in the washer!

The end result was that all three loads were recleaned after the solvent had been heated to 80 degrees. The plantowner, who was the drycleaner in this case, later stated, "The difference was like night and day."

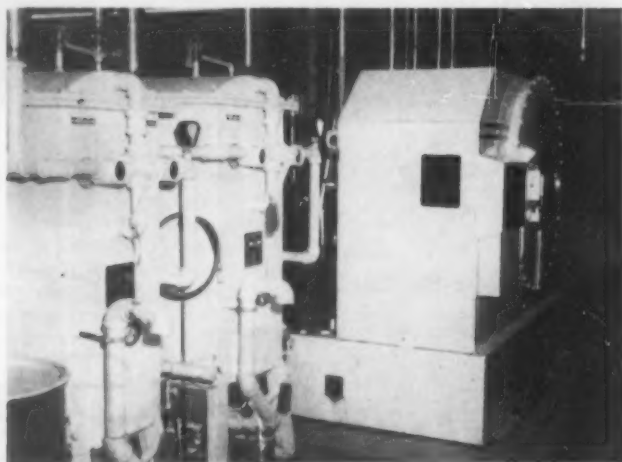
The importance of solvent temperatures can be indicated by the fact that

the National Institute of Drycleaning has published several bulletins on the subject. And relative to hot solvent, any synthetic man can appreciate the effect it has on the bleeding of dye-stuff. Generally speaking, a good solvent temperature seems to be between 75 and 80 degrees—and too much emphasis cannot be placed on the importance of maintaining this temperature evenly.

We have already talked about detergent in relation to solvent cleanliness, but detergency is also one of the important ingredients. The modern detergent contributes a great deal toward producing a good product. The use of a detergent gives a lubricating and penetrating property to the solvent; includes softening and antistatic agents; gives suspension properties to hold soil from redepositing; and makes it possible for a dry solvent to carry water within itself in a complete solution. Newer detergents have been improved over those in use several years ago to the point that lower concentrations give greater efficiency. But whatever the concentration, it cannot be an excuse for maintaining a highly contaminated solvent system.

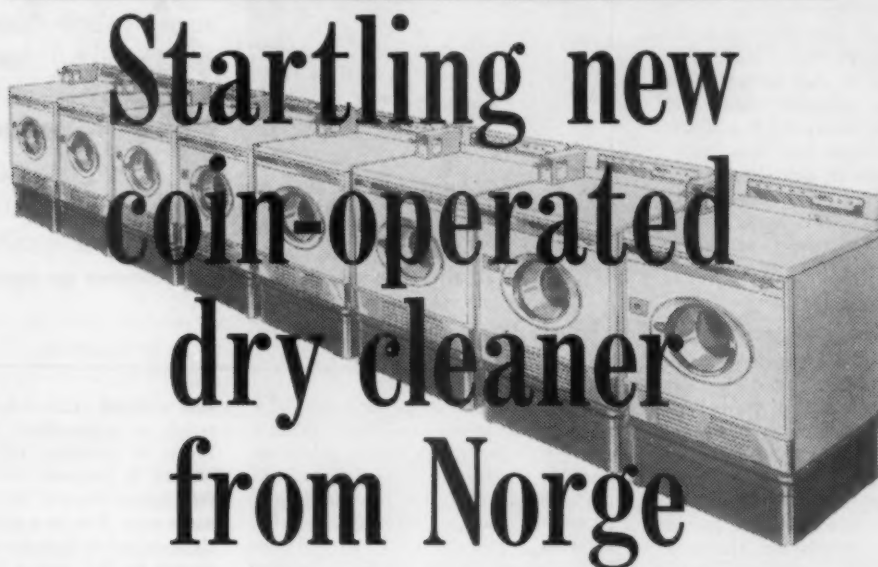
Another ingredient is filtration. All too often the tendency has been to have only a minimum filtration capacity. Lately more emphasis is being placed on having a filter adequate to provide at least 30 changes of solvent per hour. In other words, a washer that holds 50 gallons of solvent should have a minimum of a 1500-gallon-per-hour filter, and it would be more advisable to install a 2000-gallon filter.

Obviously in practice the filter is not going to be working at full effi-



Adequate filtration is a must, with at least 30 solvent changes in the washer per hour

ATTENTION DRY CLEANERS!



7 years of development and engineering have produced a history-making new product—a coin-operated dry cleaning machine

The new Norge coin-operated dry cleaning machine, developed through years of planning and testing, is ready for order by dry cleaners so they may develop coin-operated plants. If you are a dry cleaner, now is the time to invest in Norge Laundry and Cleaning Villages.

Now is the time to get a head start on competition.

Americans spend 900 million dollars a year for laundering, according to Fortune Magazine. This has made a tremendous market for coin-operated laundries. But Americans spend over *twice* as much on dry cleaning: 1.9 billion dollars!

And the dry cleaning market has not even been developed! Most people don't clean items such as blankets, sweaters and work clothes, which would be cleaned if an inexpensive process were available.

But now Norge has made a major breakthrough that opens up the whole dry-cleaning field as an extra source of income for owners of Norge Laundry and Cleaning Villages!

You can now have the most complete facilities in your area—by offering your customers the on-the-spot convenience of Norge Coin-Operated Dry Cleaning.

But don't get left behind. Don't wait—and miss the boat on coin-operated dry cleaning. Norge (and *only* Norge) has the complete package for order *now*. A minimum of \$15,000 is required.

Write, Wire or Phone for full details—TODAY!

NORGE SALES CORPORATION

(A Subsidiary of Borg-Warner)

Commercial Sales Dept. NC

Merchandise Mart Plaza

Chicago 54, Illinois • Phone: WH 4-0700

LS-8

ency, owing to pressure, so having it a little oversize is worth while. Not only does an adequate flow of filtered solvent reduce the likelihood of redeposition of soil but it also tends to improve water-soluble-soil removal.

It seems very definite that a drycleaning operation cannot suffer from too much filtration. And to make more certain of an adequate filter flow, many plants are beginning to install on the filtered solvent line flow meters which give them an actual reading of gallons per hour that are passing through the filter. This again is an indication of the scientific trend.

Modern use of water

There was a time when water was a dirty word in drycleaning practice. I can recall being reminded by a drycleaning instructor that water was poison in the drycleaning system—and until detergents were developed that could carry this water in a true solution, water most certainly was poison.

Today water is an integral part of the drycleaning procedure. However, it can still work for good or for evil. Too much moisture on soft wool load classifications can most certainly cause shrinkage; in contrast, too little moisture on cottons and similar fabrics can give us very poor water-soluble-soil removal. In other words, water in definite known amounts can be most helpful in cleaning various load classifications but the use of water in a drycleaning system is not so simple that it can be introduced by guesswork or approximation.

It has long been the practice to add water on the basis of poundage but I doubt if there is any drycleaner who will not concede the fact that at certain times of the year the moisture present in the loads he is cleaning is considerably higher than at other periods. Obviously it is necessary to add less water at such times of the year to arrive at a desired humidity factor. In contrast, during the dry winter months when your hair crackles because of dryness, the amount of water needed in a drycleaning system becomes much greater.

Cleaners who have instruments giving this relative humidity information in percentage will vouch for this need. It seems quite definite, therefore, that the solvent relative humidity factor should be adjusted to suit the type of load being cleaned.

So far we can only humidify the solvent system, but at least we can and should know constantly the rise and fall of the relative humidity in the



system just as we know when the boiler pressure rises and falls. What's more, it would seem worth while to think in terms of some day dehydrating or humidifying the solvent system at will as the load classification demands.

The presence of water increases water-soluble-soil removal in a drycleaning system. But it also presents problems. We are told that wrinkling and shrinkage begin at about 85 percent R.H.—it therefore becomes mandatory that we know what the R.H. of our system is at all times, to prevent shrinkage and severe wrinkling.

It also is well to remember that where we have water being transferred to the clothes we have the medium of doing *dye work*! All we need is to have dyestuff present in the water. I have had whites sent me for analysis that could not have been dyed a more perfect pink than what had been done in the drycleaning washer.

In other words, when water was given us as an aid to produce better cleaning with less work, it also demanded more from us. Unfortunately, the greatest emphasis was placed on the benefits that could be derived from the use of water in a drycleaning system without equal emphasis on adequate training of the drycleaner in the use of this new tool. The scientific trend will surely demand that we use water to our complete advantage and without disadvantage by knowing exactly the amount required to gain the end result we wish, whether it is high water-soluble-soil removal or high whiteness retention.

Classification is part of the cleaning formula. Consider the relative difficulty of cleaning a load of car coats and raincoats as compared to a load of

soft woolens. Almost any drycleaner is quick to understand that these two types of garment represent the extremes. It becomes obvious that these two types cannot be cleaned in the same way. Yet for a period there were those who felt that drycleaning had reverted to the strong back and weak mind that only needed to feed clothes into a drycleaning machine like coal into a hopper. Quite the opposite is true; the scientific trend will demand more capable men as drycleaners because their know-how and ability can set the pattern for the entire plant.

Much has been written about proper load classification, bringing out such salient points as the fact that dark clothes should not be cleaned with lights because they contain much more soil and thus increase the likelihood of redeposition in the lights; that some loads require greater running time to give the soil removal desired; that soil can be released much more easily from soft wool yarns than from hard, tightly woven cotton fabrics. If you can only separate soft woolens from the "hard" loads, some load classification is better than none at all. And it seems to me that no plant is so small or so large it cannot dryclean clothes with some degree of classification.

It becomes quite apparent that a mixed load must be run under conditions that are dictated by the softest piece in that load. Ask any drycleaner who knows his R.H. just what he can expect by running a dirty raincoat or carcoat at an R.H. that is safe to soft woolens! If we are to protect the soft pieces we are going to neglect the hard pieces; i.e., cottons, rayons, tightly woven worsted woolens, etc.

It also appears to me that we often can clean loads according to the de-

Now you can have your own rug and furniture cleaning department without any investment

Here's a new way to get more business from your customers at no cost to you and with little effort. Your regular service will include cleaning, soil retarding, mothproofing, flame proofing and spot removal service.

If your customers depended on you to keep their home furnishings clean it would add up to quite a lot of extra business if you could handle it, wouldn't it?

Well, now you can provide a complete maintenance service for your customers through the Duraclean Add-A-Department Program. You can add a complete home furnishings cleaning, mothproofing, soil retarding, flameproofing and spotting department. Yet you have no equipment or supplies to buy, no floor space to give up, no money to invest.

Every job you get from your customers is pure profit!

How can you add a Duraclean Department? The Program is simple. Your local Duraclean service dealer becomes your new "department." He does all the work in your customers' homes or in his plant, and you are paid for each job, with little or no effort on your part.

Two plans to choose from

- 1. Department Plan:** All work is done under your firm name. Under this plan the Duraclean dealer becomes your rug and furniture maintenance department. He assumes all of the responsibility. All you do is turn over the jobs to him and receive a percentage for each job.
- 2. Referral Plan:** When a customer needs work done, you merely refer him to your Duraclean dealer, who pays you a percentage for each job.

To help promote your new "department" you will be furnished at no charge a complete Agency Kit containing display cards, an attractive decal, folders, sample letters and everything else you will need to get started.



The Duraclean dealer uses a unique process. First he deep-suctions the pile to remove loose dirt and grit. Then he applies an absorbing foam that safely cleans the fibers through a method chemists call "peptizing." No scrubbing devices or harsh soaps are used. There is no soaking and thus no shrinkage. It dries so fast the carpet can be used the same day. The same extra-safe process is used for cleaning upholstery.

You offer six services

Duraclean services are nationally advertised in BETTER HOMES & GARDENS, HOUSE & GARDEN, HOUSE BEAUTIFUL, PARENTS', TOWN & COUNTRY, CANADIAN HOMES & GARDENS, THE NEW YORKER, MCCALL'S, LIFE, AMERICAN HOME, ETC.

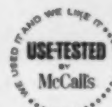
These services include the world-famous Duraclean absorption process of cleaning; Duraproof, moth and carpet beetle treat-



Half of this carpet sample was treated with Durashield. Dirt was applied to both sides. Yet after rubbing, it does NOT stick to the treated side. This new soil retarding treatment KEEPS rugs and upholstery clean for months thanks to its invisible superbonded shield that dirt cannot penetrate.

ment backed up by a 6-year warranty; Durashield soil retarding treatment; Duraguard flameproofing; Spotcraft, which removes 99.2% of household spots and stains; and Tuftcraft, carpet repair service.

Your service is highest quality as attested by these three seals



After vigorous tests, these three seals were awarded to Duraclean services . . . proof of the high quality standards so rigidly maintained under Duraclean. Hundreds of leading drycleaners and laundries have started their own Duraclean "departments" and report unusual success. If you would like to add your own "department," consult your Duraclean dealer (his name is usually found in the Yellow Pages) or write us for information about the availability of a dealer franchise in your territory.

Send coupon today! Ask for FREE booklet, "Good Housekeeping Hints"

Duraclean Dealers of America

Box O-D3D; Deerfield, Illinois
Serving over 15,000 communities as world's largest organization specializing in the care of furnishings.

Rush details of Add-A-Dept. program and FREE copy of "Good Housekeeping Hints."

NAME
STORE NAME
ADDRESS
CITY STATE

gree of soil. Merely because a garment can be cleaned in a way to give high water-soluble-soil removal hardly gives us the license to clean under high humidity conditions if such procedure is not necessary to get the garment clean. Many trousers, for example, are not extremely soiled and therefore can be cleaned satisfactorily without the extreme measures. Good load classification should keep in mind that sometimes we can classify a garment as to degree of soil and run it accordingly.

The drycleaner of today is giving greater thought to the science of deodorization. It becomes equally important for both synthetic and petroleum operators to deodorize to completion from a standpoint not only of odor but also of cost.

It is good to see greater blower capacities in tumblers that help speed up this operation. But tumbler capacity all too often is out of balance with drycleaning capacity. This tends to force the drycleaner to pull the load too quickly or to increase the temperature

on the tumbler. The scientific-minded operator is taking advantage of temperature controls to assure deodorization efficiency within allowable limits. It is well to remember that deodorization is accomplished by a good supply of warm air passing through the load—it is not done by baking!

Keep in mind, also, the fact that one of the best ways to develop a rash of caramelized sugar or tannin stains in your plant is to allow those tumbler temperatures to go high. Research has shown that caramelizing does not take place below 160° F.—and there is no point in allowing a tumbler temperature to go beyond that figure.

Cleaning with a purpose

I am sure there are many drycleaners who have long been keeping pace with the scientific trend. I can visualize one plant in which this scientific trend is promoted to the public by a large panel board on which all instruments and controls are placed. One glance at

that board can tell you the story of what is going on in the washer. Furthermore, it can tell you what kind of a load is going to come out of the tumbler before you pull it, because if we make up the "dough" with certain known ingredients a definite cleaning product must be the result.

It seems to me, therefore, that every load the drycleaner handles should be cleaned with a purpose. If I were to say to you, my cleaner, "On this load I want the highest water-soluble-soil removal you can possibly give me," you should be able to give me what I want. Or, if I wish low water-soluble-soil removal but high whiteness retention, then you should be able to give me just that. But to do so you must know all the ingredients to do the job and the amounts of each.

The scientific trend will eventually provide us with the tools and the information necessary to produce whatever kind of load we may desire, just as the baker can adjust his formulation to produce bread or cake. # #

MAD THAD'S ADS

Continued from page 78

An ex-student of Texas A & M, Thad started celebrating the fortunes and misfortunes of the Aggies in his ads. After an A & M defeat by Texas Tech, Thad's ad read: "Still accepting cleaning from Tech exes. Ansley Cleaners, 15th & bring it in front, I'll be in back."

The 15th in Mad Thad's ads is part of the actual address of the cleaning establishment. About the other half of the corner address nobody is certain any more since Thad has renamed it in each ad.

The first embellishment was "15 & Flying Glass" since lack of a traffic light caused automobile bottlenecks and quite a few minor wrecks. Thad got his traffic light.

And Thad also gets his mail. But rarely is it addressed correctly. However, the post office doesn't hesitate to deliver letters designated simply "Ansleyland," "15th & Why Not?" or (from the mayor) "15th & Wash" or (from the public schools) "15th & ?#*&%?"

Thad has become so disrespectfully popular with his fellow citizens that they almost elected him as a write-in candidate for constable in the spring of 1960. The job had been widely publicized as a featherbedding posi-

tion by the editor of the afternoon paper who printed his intention of voting for Mad Thad.

During elections Thad, who has never run for office, did display a sign outside Ansley Cleaners: "Vote for Mad Thad for Cleaner Politics!"

Similarly, Thad has begun to spoof daily national topics. While the nation suddenly forgot that payola has gone on for centuries and the general public became irate over the payola scandals, Thad made his one-sentence comment. "We accept payola!" boomed the drycleaner's ad.

In a thorough spoof of the countless laboratory tests linking cigarettes and cancer, Thad commented: "Laboratory tests prove our cleaning does not cause cancer!"

Once in a while, Thad runs out of fresh ideas with which to decorate his drycleaning establishment. He is not above lifting items such as one listed in a recent issue of THE NATIONAL CLEANER. Drawing chuckles from motorists passing the building was this 3-foot-high reminder: "Men never make eyes at girls in drip-dry's."

In addition to the local Amarillo outlets for Thad's wit, several other newspapers often pick up and run the drycleaner's squibs. Thad's general

view of the times ran one day under the masthead on the front page of the Atchison (Kans.) *Daily Globe*: "Mad Thad, the Texas wit, Had This To Say Recently: 'Oh Lord, Please No Double-Time on Our Wages of Sin!'"

Thad usually has a comeback for every situation. In February, he was rushed to the hospital for an emergency appendectomy. Next day he wrote for his page one newspaper slot: "A local smart-alec has one less appendix but same amount of gall."

Only once has Thad's wit failed him. His adversary: the powerful Internal Revenue Service.

In 1952 Thad received a polite notice from the service asking him to pay his employee social security withholding taxes. Thad returned the note insisting he had paid the quarterly return. Words were exchanged. Both sides stood firm.

One day Thad arrived at his cleaning plant to discover a lien had been put on his business. Instead of retorting, Thad bit his fingernails. He started to sort the morning mail. He ripped open an envelope which looked like Internal Revenue Service stationery. Inside was a short note:

"Please Be My Valentine

Thad, Old Honey,

Don't Send Me Kisses

Just Send Me Money.

"Your Uncle \$AM." # #



Today, the well dressed shirt wears **POLYETHYLENE**

There's something extra fresh . . . almost spanking new . . . about laundered shirts packaged in clear polyethylene. Customers respond to polyethylene packaging, and this response can build laundered shirt business for you.

Look at the special advantages polyethylene packaging offers:

Polyethylene film's "see-through" clarity is a show window for the service you're selling your customers. They like the clear, durable packages.

Polyethylene film is easy to print on—lets you merchandise your quality laundering right on the shirt package.

Polyethylene film works well in packaging

operations . . . resists tearing . . . can be easily heat sealed.

Polyethylene film is the most inexpensive *clear film* you can buy.

Polyethylene film is now clearer than you've ever seen it before. One of U.S.I.'s polyethylene resins — PETROTHENE® 207 — has become one of the most popular with producers of film used for packaging shirts. Ask your supplier about the special advantages of clear polyethylene film. U.S.I. will be glad to furnish the names of extruders making this film.



INDUSTRIAL CHEMICALS CO.

Division of National Distillers and Chemical Corp.
99 Park Ave., New York, 16, N. Y.
Branches in principal cities

NEWS *from the allied trades*



GENE FERM

Speed Check Representative

Gene FERM has been appointed Western sales representative for The Speed Check Co., Atlanta. He joins the drycleaning and laundry conveyor manufacturer with many years of experience in the field.



ROBERT W. PAUL

Whirlpool Promotes Paul

Whirlpool Corporation has promoted Robert W. Paul to sales administration supervisor for RCA Whirlpool appliances. He was formerly assistant manager of the sales analysis section of the market research department. In his new job, Mr. Paul will assist in coordinating the functions of the sales and distribution division with company sales representatives and distributors of RCA Whirlpool products.

Stauffer Promotions

Stauffer Chemical Company has announced three recent promotions. Wyman L. Taylor has been appointed Eastern sales manager for the Industrial

Chemicals Division. He was previously administrative assistant to the vice-president of sales.

Louis Taylor has been appointed manager of the product department, Industrial Chemicals Division. He will be responsible for the operation of the product department and the order department.

Joseph F. Luther has been appointed national product manager for chlorinated hydrocarbons. He has been in an executive capacity with Stauffer for most of his 14 years with the company.



ROBERT R. HUGHES

Solarine Sales Executive

Robert R. Hughes has been appointed industrial sales director of the Solarine Company, Baltimore, including the Duo-Dellay Products Division. Mr. Hughes has a background of 14 years in sales and sales training. In his new position, he will oversee sales of all Duo-Dellay rug maintenance products.

Traveling Demonstrator



This 29-foot trailer will be traveling throughout the Great Lakes, Midwest and Southwest area with Jack Godfrey and Jack Godfrey, Jr., conducting demonstrations of the Adjusta-Form Fashioner Model A-3 and the new Adjusta-Form pants topper. Clinics in finishing will be held in the self-contained

trailer. The trailer has its own 3 hp. steam plant and 5 kilowatt electric plant.

For information on when the trailer will be in your area, write: Wichita Precision Tool Co., Inc., 450 N. Seneca, Wichita, Kans.



L. J. SINNOTT

Visking Elevates Sinnott

Visking Company, Division of Union Carbide Corporation, has appointed L. J. Sinnott general manager, Special Products. The new Special Products group will handle Visqueen polyethylene films used in the drycleaning and laundry fields.



ARCHIE G. ISRAEL

Unipress Elects Chairman, Directors

Archie G. Israel has been elected chairman of the board of Unipress Company. He manages Talley Laundry Machinery Company, Greensboro, N. C. A. J. Kwakkernaat continues as vice-president and board director.

Other directors elected are: I. Brooks, B.M.S. Laundry Ma-

chinery Co.; Morris Landau, Cummings-Landau Machinery Co.; J. J. Cohen, Universal Laundry Machinery Co.; John Davenport, Atlantic Distributing; Norman Engebretson, F. & E. Sales Corp.; Hugh G. Henderson, Hugh G. Henderson Co.; Willis Pellerin, Pellerin Laundry Machinery Sales Co.; J. L. Thomas, Ed L. Thomas Co.

SLRA Adds 22nd Plant

Suede and Leather Refinishers of America, a national trade association of leather specialist cleaning plants, has accepted its 22nd member plant, Reliable Cleaners, Erie, Pa., owner William E. Flanagan.



THOMAS E. WILLIAMS

Stovall Names Controller

Thomas E. Williams has been appointed controller of Stovall and Associates, Inc. The company is active in the drycleaning and laundry field, dealing especially with coin-operated devices and services.



Packaging Award Winner

One of the awards in the 1960 National Flexible Packaging Association contest was won by this printed plastic shirt



✓ AIR VACUUMS?

THE INDUSTRY'S
MOST EXPERIENCED
PLANTOWNERS
SPECIFY ONLY

REMA

Dri-Vac

THE STANDARD
of EXCELLENT PERFORMANCE
and RELIABILITY

HERE'S WHAT YOU MUST
HAVE IN YOUR
NEW AIR VACUUM!

- 1. INTERCHANGEABLE MOTOR-TURBINE ASSEMBLY.** Rema vacuum units are interchangeable, and fit all Rema condenser tanks. No loss of time during expansion. All important for your long-term investment.
- 2. ALL-ALUMINUM TURBINE ASSEMBLY.** Can't rust from moisture due to condensation. Precision cast and machined to close tolerances to insure strong vacuum.
- 3. IMPROVED AIRCRAFT-TYPE TURBINE.** Can't vibrate. Powerful, accurately balanced impellers revolve at 3450 RPM. Flush welded for anti-resistance surface.
- 4. TURBINE HUB DESIGN.** Can't slip on the shaft. Hub is permanently affixed to the impeller. Each impeller keyed to motor shaft insures extra locked-in safety and prevents slippage.
- 5. HEAVY DUTY CONDENSER TANK.** Can't weaken structurally. Rema uses 12-gauge hot rolled steel for the condenser tank. Special interior finish to resist rust. Rema tanks have extra large condensate capacity — need draining only once daily.
- 6. CUSHIONED CONSTRUCTION.** All Rema Air Vacuums "float" on rubber cushioning to eliminate noise and to insure longer-life operation.

HERE'S WHY! Rema Dri-Vac Air Vacuum Systems curb your costs while they speed finishing. With every garment you process, REMA steadily builds profits for you by reducing up to 50% of steam consumption and conserving your fuel.

REMA's high, steady vacuum at the buck draws away excessive moisture and improves your finishing as it speeds the work. REMA permits you to operate more presses with your present boiler or in a new plant reduces the size of the boiler needed.

And speaking of experience, REMA DRI-VACS have an unsurpassed record of trouble-free operation.

Models available
to serve
1 to 16 presses
in Vertical,
Dual and Overhead
design.



REMA CORPORATION
Norwalk, Conn.
Originators of Vertical Vacuums

REMA Corporation
45 Ruby Street, Norwalk, Conn.

Dept. #2

Gentlemen: Please send me literature on "Dri-Vac" at once.

Name _____

Name of plant _____

Address _____

City _____

Zone _____

State _____

bag produced for Cleveland's Swift Cleaning & Laundry by The Dobeckmun Company, Division of The Dow Chemical Company. The bag features colorfully printed product identification plus a specially fabricated top to make loading easy while not allowing the shirt to fall out of the bag.

New Prosperity Distributor

Stovall Associates, Indianapolis, Ind., has been named distributor for the Prosperity Company in the Indiana-Kentucky area. Stovall will act as a warehouse for Prosperity parts out of the Syracuse, N. Y., plant.



Pantex Southern Division Representatives Meet

Southern Division representatives of Pantex Manufacturing Corporation recently attended a meeting in Atlanta, Ga., conducted by division sales manager Gary Sheppard. The group reviewed new and improved Pantex equipment and made plans for expanded Pantex sales.

The group included, left to right, back row: W. C. Wilkinson, Knoxville, Tenn.; Carroll Rice, Atlanta, Ga.; Mr. Sheppard; Robert Dentz, Raleigh, N. C. Front row: George Brendel, Birmingham, Ala.; Prentice Veal, Jacksonville, Fla.; Wade Johnson, Greensboro, N. C.



Quarter-Century Plaque Awarded

Frank B. Fletcher, left, owner of Acme Laundry and Cleaners, El Paso, Tex., is shown receiving a plaque in recognition of his 25 years as a

Sanitone licensee. Sanitone engineer Paul Baker makes the presentation as J. W. Murdock, Sanitone Southwestern district manager, congratulates him.



Stamford Sales Staff Annual Meeting

The sales staff of The Stamford Chemical Company recently held its annual national sales meeting and outing in Suffern, N. Y.

Shown left to right are: Bob Gelman, Los Angeles; Al Saunders, Chicago; Lou Farber, Boston; Clayton Wetmore, assistant research director; Ted

Arthur, Washington, D. C.; Leo Goulian, New Jersey; Clyde Kishbaugh, secretary-treasurer; Tom Murphy, field service director; Joe Kuplin, New York; Dr. Samuel Machlis, president; Edwin Michaels, research director; Vince Couchara, Pennsylvania; Stan Cohen, Brooklyn, N. Y.; Rudy Maglin, national sales; Sam Ennis, New York City; John Monaghan, Detroit; Fred Radford, Ohio; Don Yorker, Connecticut; Whitey Kramer, Philadelphia. Not pictured: Tim Nicozisin, St. Louis, and Sol Cohen, Long Island, N. Y.

Named Divco-Wayne Director

Luke P. Carroll, managing editor of the *Chicago American* and former assistant executive editor of the *New York Herald Tribune*, has been elected a director of Divco-Wayne Corporation.

New Atlas Sales Agent

Atlas Valve Company, Newark, N. J., has named Thompson Instrument Service, 6106 N.E. 18th Ave., Portland, Ore., sales agent for the state of Oregon.



BILL NIDLE



ALBERT PANITZ

Anscott Appoints Two Drycleaning Specialists

Anscott Chemical Industries has announced two new appointments. Albert Panitz has been named sales manager of the detergent division. He brings a complete knowledge of drycleaning chemistry and

equipment design to his post.

Bill Nidle has been named manager of Anscott's drycleaning division. He is well known for his engineering work in filtration problems and production cost control in drycleaning.



Laundry Dryer & Equipment Moves

Laundry Dryer and Equipment Co., Inc., has moved into larger quarters at 3114 Washington Blvd., St. Louis 3, Mo. The new quarters have more than 12,000 square feet of

space for the sale and service of drycleaning and laundry machinery.

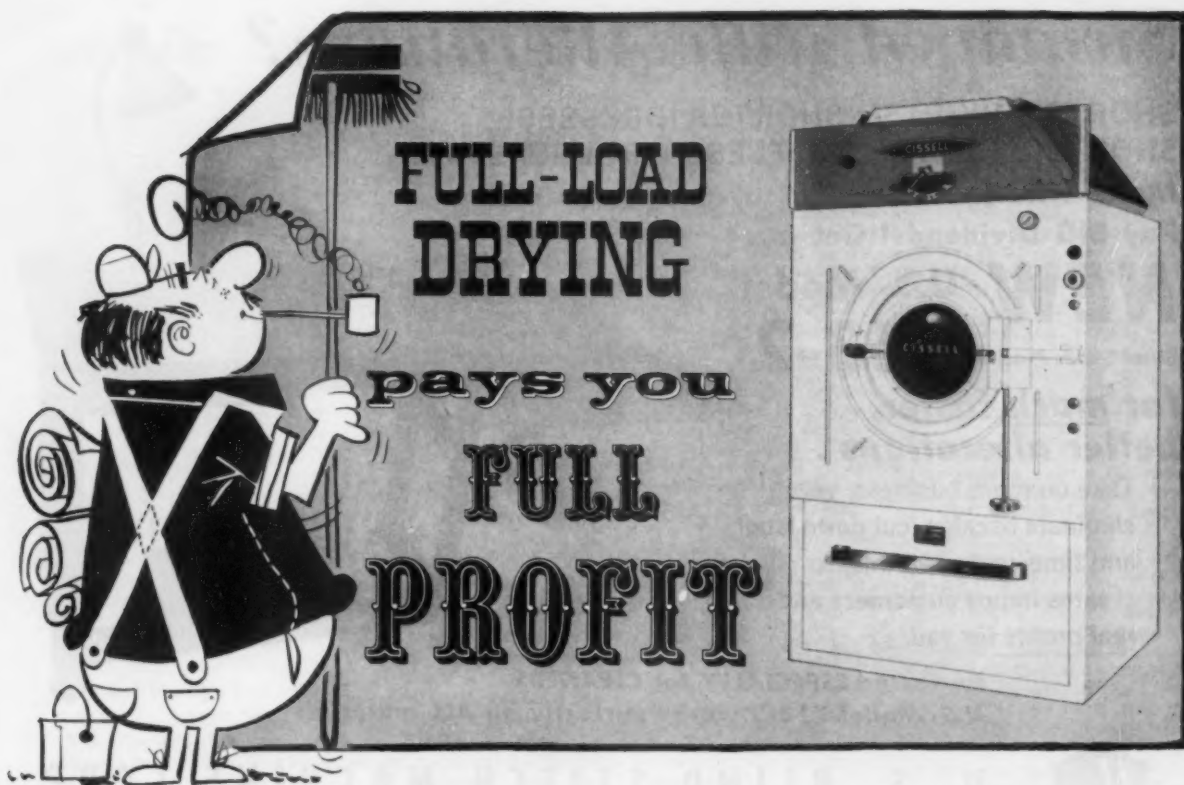
The company has acquired the Sec-O-Matic parts inventory from Forse Corporation.

Amsco Appoints Locke

The American Mineral Spirits Company, Western, has appointed John G. Locke assistant sales manager of Amsco's Southern California Division. He joined the firm in 1951.

Dow Elevates Moore

The Dow Chemical Company has promoted Minneapolis sales office account manager Theodore G. Moore to the merchandising section of the Chemical Sales Department at



**FULL-LOAD
DRYING**
pays you
**FULL
PROFIT**

Cissell 100 lb.* drycleaning dryer

One sure way to boost profits is to cut production time. That's why Cissell's big 100 lb. Drycleaning Dryer is more popular than ever. It gives you "full-load" capacity every time . . . eliminates expensive split-load operation.

Large 42" x 42" basket is designed for thorough, gentle drying and large air volume. Extruded basket perforations give "no-snap" clothes protection, plus double-thickness durability for extra long life. 8-Stage Heat Control provides a full range of safe, controlled heat . . . eliminates temperature guesswork, assures uniform drying. "Up-front" service accessibility saves time and money . . . basket removes in less than five minutes.

You benefit when you use Cissell equipment . . . your customers do too!

- All-metal full width lint drawer • Static steam spray • Thermometer standard equipment • Air filters standard equipment • Separate motors for fan and basket
- Double wall construction • Cissell-built gear reducer • Two-way fire extinguisher

*Dry Weight Capacity

CISSELL

W. M. CISSELL MFG. CO., INC.—LOUISVILLE 1, KY.

Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles
Foreign Distributors write Export Dept.—Cable Code "CISSELL"

Consult Your Jobber

Swamped with Alterations?

SHORTER SKIRTS! SHORTER DRESSES!
SHORTER COATS! CUFFLESS TROUSERS!

Make **THIS** Investment

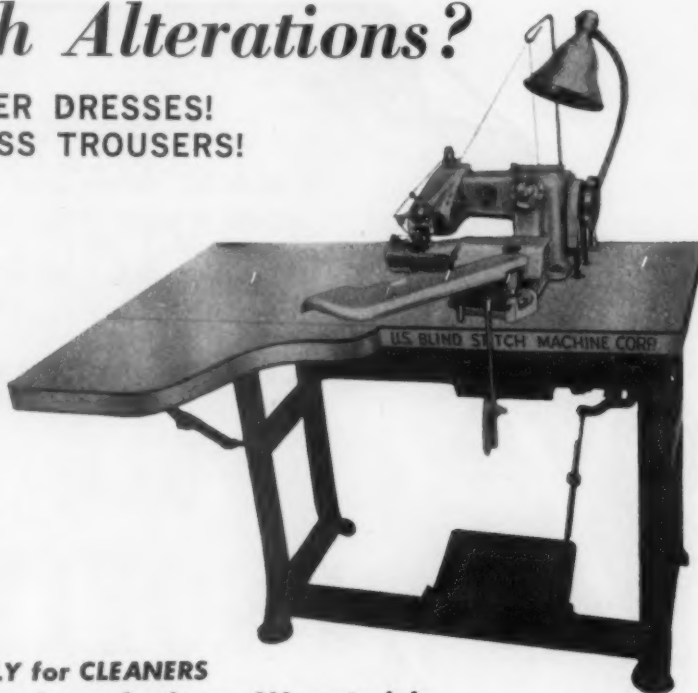
Pay **BIG** Dividends! Get a

NEW U.S. Model
718-2

Blind Stitch Machine

**for much faster,
better alterations . . .**

Take on more business, yet
eliminate backlog, cut down labor
and time costs—all this
creates happy customers and
real profits for you.



Perfected ESPECIALLY for CLEANERS

U.S. Model 718-2 works perfectly on ALL materials



U. S. BLIND STITCH MACHINE CORP.

231 WEST 29TH STREET, NEW YORK 1, N. Y.

Lackawanna 4-9144

Dow's Midland, Mich., headquarters. A major emphasis of his new job will be on merchandising Dow products used in the drycleaning and laundry industries.

Curtis Appoints Blair

Curtis Manufacturing Company, Pneumatic Division, St. Louis, has appointed the Blair Company, Ligonier, Pa., as industrial sales representative for Curtis Industrial Division products.

Oliver Blair, Sr., aided by his son, Oliver, Jr., and their staff will sell and service the complete Curtis line of air compressors, air tanks, and fittings for western Pennsylvania, West Virginia and parts of Ohio, Maryland and Kentucky.



Ross Named Distributor of Distinction

F. H. Ross Co. recently won the annual Certificate of Distinction of the Davies-Young Soap Co. Shown at the presentation are from left: Morry Friedlander, sales manager, Davies-Young; Harry Richard-

son, general manager of F. H. Ross, and Ray Plummer, Davies-Young North Carolina representative. The Award was given for "unwavering loyalty, continuous cooperation . . ." for industry needs.

ment and Anderson-Prichard Oil Corporation representatives for the solvents distributing company's route salesmen.

Shown from left, seated, are: Chas. A. Cotter, Jr., APCO, Oklahoma City; Harry Holtzer, E. A. Foster, M. M. Earnheart, J. N. Mann, all of Fort Worth; J. W. Bounds, San Antonio; C. A. Gault, APCO.

Standing: T. E. Carrell, Cooper, Tex.; Robert E. Hogue, F. E. Russell, Fort Worth; D. D. Rubek, APCO, Chicago; J. R. Hathaway, Dallas; E. V. Farr, Austin; O. L. Barham, Corpus Christi; C. W. Dent, Fort Worth; R. E. Jones, Houston; W. G. Hume, APCO.

Diamond Appoints Wiseman

Diamond Alkali Company has appointed Harry P. Wiseman supervisor-public relations. He will be responsible for all of the company's public relations program, general publicity and company publications.

Unipress President Honored

J. E. Quest, president of the Unipress Company, was recently honored with a citation for 15 years meritorious service by the Gray Iron Founders' Society, Inc., of Cleveland. The award was presented by A. M. Nutter, president of the national trade association of iron founders. Mr. Quest was formerly president of the Shakopee Foundry Co.



Combined Meeting Discusses Solvent Sales

Solvents selling and services meeting conducted by R. P. Lightfoot Company manage-

Keyes-Davis Expands Plant

The Keyes-Davis Company, Battle Creek, Mich., is constructing a plant addition that will triple its present floor space, to handle increased volume and allow introduction of new products.

NEW PRODUCTS—Continued from page 10

**Packaged HRT Boilers**

Fully packaged horizontal return tubular-type high-pressure boilers are now available from Columbia Boiler Company in sizes ranging from 6 to 100 hp. The boilers are shipped fully assembled with all controls installed at the factory.

For additional information: Columbia Boiler Company of Pottstown, Box 230, Pottstown, Pa.

Enlarged Storage Line

The Guardian Better-Pak Corp. has added a one-piece hamper designed for One Hour Martinizing franchises. The hamper is in red and green with fleur de lis decoration and the Martinizing logo.

The company has also added the #189 Toy Chester to its line. This is suggested for use as a premium with box storage business.

For more information: Guardian Better-Pak Corp., 84 Junius St., Brooklyn 12, N. Y.

**Parisian Promotion**

A promotion kit being offered for new Parisian Per-Chlo perchlorethylene features point-of-sale and other advertising material. Included are a large window poster and ad mats. Per-Chlo is listed on the approved solvent list of the NID.

For additional information: International Selling Corporation, 220 E. 42nd St., New York 17, N. Y.

PEOPLE AND PLACES

southwest

Keep-U-Neat Cleaners and Laundry has opened a branch in the Meralta Shops development at Downey Ave. and Fourth St., Downey, Calif. The firm is owned by Mrs. Eleanor Wenzlaff.

New equipment, including a two-level garment conveyor, has been installed in Towne Cleaners and Laundry, 611 E. Carson St., Long Beach, Calif. The concern is owned by Milton J. Yanders and managed by James Yanders, a recent graduate of the NID.

Zenith Cleaners, Dallas, Tex., has opened its tenth store, at 152A South Oak Cliff Shopping Center. The branch is to be managed by Lester L. Fields.

After 26 years in one location, Paul DeAiken, operator of Appleton Cleaners and Tailors, 13 Wall St., Watsonville, Calif., has closed up. The building is being torn down.

Roscoe Smith and Bud Ackerly, owners of Cherry Chase Clean-

ers, Sunnyvale, Calif., have opened a unit in the West Valley Shopping Center, Saratoga Ave. and Prospect Rd. in Saratoga.

Mr. and Mrs. Warren Borders held a grand opening celebration for their new drycleaning establishment at 272 N. San Jacinto St., Hemet, Calif.

Thrift-D-Lux Cleaners has opened a unit at the Safeway Shopping Center, 3225 Tweedy Blvd., South Gate, Calif.

Bowen Cleaners and Laundry, 1223 W. 17th St., Santa Ana, Calif., has been sold to Robert and Tom Larsen, owners of Averill-Morgan Co., Inc., Hollywood laundry. With their mother, they also operate Sanitary Laundry and Dry Cleaning Co., Inc., in Santa Ana, Newport Beach and Fullerton.

Mr. and Mrs. George W. Lemley have established George's Cleaners at 206 N. Penelope, Belton, Tex., former location of Bruton's Cleaners.



SHIRT LAUNDRIES

MAKE MORE PROFITS WITH

THE WORLD'S finest LAUNDRY EQUIPMENT

Tumblette

37 x 30 DRYER



by

Cook

Washette

OPEN END WASHER



— increase shirt production, handle more pounds of laundry, more garments per day! Wash 'n' wear garments need only minor touch-up when laundered in Cook equipment. Tumblette available in 50-lb. capacity, Washette in 25-50-75-100 lb. capacities.

For illustrated brochure and name of nearest distributor, write —

cook

MACHINERY CO., INC.

4301 SOUTH FITZHUGH
Dallas 10, Texas

WASHERS • EXTRACTORS • DRYERS





ALMORE DYES

Formals

BEAUTIFULLY



Formals, gowns, party dresses
no matter how dainty, can be dyed to
exquisite new shades of precise
fashion and seasonal "Brightness".

Tell your customers—"DYEING SAVES BUYING"



**ALMORE
DYE HOUSE**

DYEING is our **ONLY** Specialty
4412 Wentworth Ave.,
Chicago 9, Illinois

Leon Teichner, President

Continuously in business since 1919
... the dyeing name of undying fame



Patent No. 2641390

NO MORE CURLED LAPELS

Amazing garment retainer eliminates curled lapels, keeps coats from sagging and drooping, gives garments that "deluxe" look. Order today, reasonably priced. Order direct or from your jobber.

Write for Free Sample

THE COAT RETAINER CO.

P. O. Box 7021

San Antonio, Texas

northwest

Alex Johnson has purchased Madison (Neb.) Cleaners from James Pool.

Mr. and Mrs. Archie Cleveland held a grand opening recently at their Spic 'n Span Cleaners, Brownsville, Ore.

Quality Cleaners, Elm and Second Sts., Pine Bluffs, Wyo., was gutted by fire recently. James M. Stevens, proprietor, estimated the loss at between \$10,000 and \$12,000.

Julius and Lena Strong have been issued a business license to operate a drycleaning concern at 3968 N. Williams Ave., Portland, Ore.

Mr. and Mrs. Forrest Hite are the new owners of Trenton (Neb.) Dry Cleaners, formerly operated by Orvil Fritsch.

Fashion Cleaners, 317 California Ave., Libby, Mont., has been reopened after having been closed for more than a year. The new owner is Bob McCollom, former operator of High Mountain Cleaners and Dyers, Eureka.

Howard Burke has leased space for his third drycleaning shop, in the new Bel-Aire Shopping Center at Lombard and Allen Aves., Beaverton, Ore.

Mr. and Mrs. Cecil Varner have established a drycleaning concern in Fort Jones, Ore.

A business license has been issued Holiday Cleaners, Inc., 110 N. W. 23rd Ave., Portland, Ore.

New equipment and a drive-up window have been installed at City Cleaners & Dyers, 1929 N. E. Diamond Lake Blvd., Roseburg, Ore., owner, Don Glenz, announced.

Cook's Quality Cleaners, Canyon Rd., Beaverton, Ore., has opened a pickup station in the new Aloha Villa Shopping Center in Aloha.

Sale of Peerless Cleaners, Grangeville, Idaho, to Mr. and Mrs. Allen W. Crea was announced recently by Mr. and Mrs. Clarence Hardin.

Les Horton has installed new equipment at Hub Cleaners in Albany, Ore.

Mr. and Mrs. Jack Fritch are the new owners of Ashland (Neb.) Cleaners, formerly owned by Mrs. Mary Coen.

Mr. and Mrs. Jack Orrell are the new owners of Springfield (Ore.) Cleaners, Second and Main Sts. The Orrells also operate Gold Star Laundry in Eugene. Mr. and Mrs. S. C. Sasser, former owners, plan to retain their Acme Cleaners and Laundry at 1408 Main St.

T & M Cleaners, 9020 N. Jersey St., Portland, Ore., owned by Alden Riley, has added new drycleaning equipment.

north central

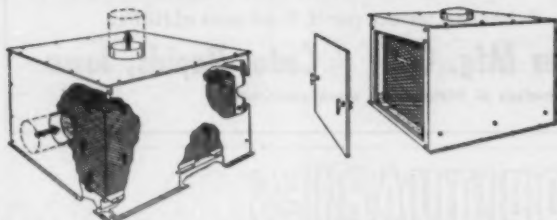
Conroy Cleaners, Griggsville, Ill., has been sold by Charles Conroy to Roy and Martha Mize.

Walter H. Montgomery, chairman of the board of Crown Laundry and Dry Cleaning Co., Inc., 2901 E. Washington St., Indianapolis, Ind., has announced the appointment of Robert F. Glass as treasurer. Robert, the son of F. E. Glass, president of the company, has been in the drycleaning and

Harold Ellis, owner of National Cleaners, Illiopolis, Ill., has purchased Diala Cleaners in Taylorville from Herbert Wagner, who has retired.

ELIMINATE ALL TROUBLESOME LINT PROBLEMS *for only \$74⁵⁰*

The new Superior Lintrap measures only 20 1/4" x 20 1/4" x 25" with 8" intake and 10" exhaust. Here is how this tremendous new Lintrap can help you:



- A lifetime installation—no moving parts to get out of fix.
- Made of heavy gauge metal to withstand rough handling.
- Lintrap is installed directly on top of tumbler or any other convenient location.
- Simple construction permits easy installation at very little cost.
- Multiple Lintrap units may be installed with one opening to atmosphere.
- Lint space makes cleaning necessary on an average of once a week. Only in rare instances more than twice a week, then surplus lint can be removed without interruption to the machine.

FOB Gadsden, Ala., or thru local jobber or distributor

V & W EQUIPMENT CO. 2173 Briarcliff Rd., N.E.
Atlanta, Georgia

laundry field in San Mateo, Calif., for the past eight years, and will retain an interest in that company.

New drycleaning equipment has been added at Monte Cleaners, Deep River, Iowa, operated by Dewey Mark.

A charter of incorporation has been issued Joliet Dyers and Cleaners, Inc., 218 E. Cass St., Joliet, Ill. Incorporators are Robert J. Wolz, Virginia A. Wolz and Robert F. Greenboam.

Holiday Cleaners, formerly E-Z Cleaners, is now in operation in its newly equipped modern plant at W. Mason St. and 13th Ave., Green Bay, Wis.

Fenton Dry Cleaners, located in the Castle Hills Shopping Center at Stroop Rd., Kettering, Ohio, was totally destroyed by fire recently.

Goodwill Cleaners, Saginaw, Mich., operated by Erwin and Max Myers, has added new drycleaning equipment.

southeast

Mr. and Mrs. Truman Doss and Mr. and Mrs. Clyde Lawson have established South Canton (Ga.) Cleaners and Laundry.

Carolina Cleaners, located on Green Sea Rd., Tabor City, N. C., is now operated by Mrs. Terrell J. Rozier. The firm, formerly owned by Eugene Collier, will be known as Rozier Laundry and Cleaners.

Rainbow Cleaners, Union City, Tenn., has installed a modern laundry department. The firm, owned by Carl Fry, will now be operated as Rainbow Cleaners and Laundry.

A permit has been issued Ernest Koury for the construction of a drycleaning establishment at 918 S. Church St., Burlington, N. C.

A storage vault has been installed at Park In Cleaners, 140 Riverside Dr., Holly Hill, Fla.

Glennard Bundrick and Marion Rotton have opened Union Springs (Ala.) Dry Cleaners on Prairie St.

White's Dry Cleaning, Shreveport, La., is now celebrating its fiftieth year in business. The firm has two plants, at 2387 Texas Ave. and 1327 Pierre



**NO
MORE
HUSH-
HUSH!**

Each day brings production closer on our new RCA WHIRLPOOL coin-operated drycleaner. Tests show it will fulfill the greatest expectations of the trade and the public.

Here is opportunity . . . before committing yourself, be sure to see the RCA WHIRLPOOL. You'll agree it was worth waiting for.

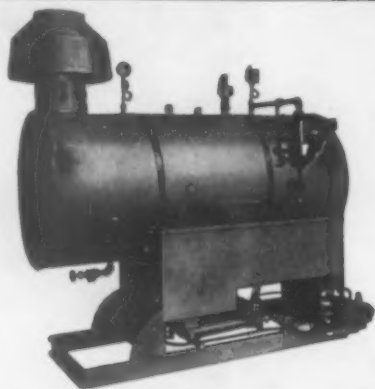
RCA Whirlpool

COIN-OPERATED DRYCLEANERS

Products of WHIRLPOOL CORPORATION

COMMERCIAL LAUNDRY & DRYCLEANING DIV.
ST. JOSEPH, MICHIGAN

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America



GAS BOILERS

Vertical tubular
Vertical flueless
Portable horizontal

Fully automatic units including boiler feed or complete return systems. All boilers ASME Code & National Board.

Specializing in boilers for the garment and cleaning trades since 1916.

Over 10 sq. ft. heating surface per H. P. all sizes of HRT's.

P. M. Lattner Mfg. Co. Cedar Rapids, Iowa

Dealers & Distributors most everywhere

OIL BOILERS

Vertical tubular
Vertical flueless
Portable horizontal

Ave., and 10 branch stores. Officers of the firm are G. H. Cooper, president; Joseph W. Cooper, vice-president, and Mrs. J. Leon White, Jr., secretary-treasurer.

A new shirt laundering department has been established at

Stewart Cleaners, Anniston, Ala.

Hand-Craft One-Hour Cleaners, Inc., Chattanooga, Tenn., has established a unit in the Brainerd Village Shopping Center. The store is the tenth in the Hand-Craft chain.

Canada

Williams Lake, (B. C.) Dry Cleaners has added shirt finishing equipment.

Fotheringham's Speedy Service Cleaners, Hamilton, Ont., has completed construction of a new 10,000-square-foot plant at Concession and E. 16th Sts. The new facility was built at a cost of \$70,000 with an additional \$30,000 invested in equipment.

The appointment of George Falle, Ross Bracken and Ralph Field to the board of directors of Spotless Stores, Vancouver, B. C., has been announced by Louis Zacks, president.

A drycleaning establishment under the management of Harry Colborne has been opened on Main St., Grand Falls, Nfld.

Jack Stewart Cleaners, 19 Quebec St. W., Guelph, Ont., is under the new management of Ken Dunn and Jack Burns.

An open house was held recently at Humberstone Cleaners & Dyers, Queen and Mill Sts., Bolton, Ont., by Mr. and Mrs. Alex Goodhead. The firm has depots at Mount Albert and King City.

Quick Cleaners and Shirt Launderers is among the tenants in the new shopping center on 13th Ave. between Robinson and Retallack Sts., Regina, Sask.

Ken Hall is the manager of the new Number 1 Cleaners opened recently on Westham St., Ladner, B. C.

OBITUARIES

Maurice Banks, 65, owner of a drycleaning and laundry establishment at Muldraugh, Kentucky, died recently. Mr. Banks was a Mason, a member of the Scottish Rite and a Shriner. Survivors include his wife, a son and daughter.

B. A. Clark, 66, owner of Clark Cleaners, Norman, Oklahoma, died recently as a result of an automobile accident. Mr. Clark was one of the organizers and a director of the Oklahoma Association of Drycleaners. Surviving is his wife.

Thomas A. Jones, Sr., 67, owner of Kohler's Dependable Dry Cleaners, Youngstown, Ohio, died recently. Mr. Jones had held office in the Mahoning Valley Cleaners & Dyers Association, South Side Merchants Association and Rotary Club, and was a member of Elks Lodge 55. Surviving are three daughters and a son.

H. J. (Pat) Kenney, who was associated with Procter & Gamble Distributing Company of Cincinnati for forty-two years, most recently as Eastern zone manager, Bulk Soap Sales Department, died on October 7. Mr. Kenney was immediate past president of the Laundry and Cleaners Allied Trades Association Old Timers Club, and had served on many committees of LCATA. He is survived by his wife and three daughters.

Russell R. Magee, 64, owner and operator of Nowata (Okla.) Cleaners and Tailors, died of a heart attack recently.

44

YEARS

with the Drycleaning Industry

INSURANCE AT COST!

**National Indemnity Exchange
National Fire Insurance Exchange**

3820 WASHINGTON BLVD. • ST. LOUIS 8, MISSOURI

Are You Turning Away Half Your Business Potential?

RELIABLE

**DRY STORAGE * COLD STORAGE
PACKAGE UNITS**

Assure 100% profit return • Give you the edge on your stiffest competitors • Adaptable for every plant owner

RELIABLE MACHINE WORKS, INC.
231 EAGLE ST. BROOKLYN 22, N. Y.

Mr. Magee is survived by his wife, who will continue operation of the business, and two sons.

John P. Otte, Sr., 75, secretary-treasurer of American Laundry and Cleaners, Grand Rapids, Michigan, died recently after a long illness. Mr. Otte served from 1936 to 1945 as treasurer and a director of the Michigan Institute of Dry Cleaning. He was a former board member of the Association for the Blind and for Sight Conservation, a member of Kiwanis Club, Peninsular Club, and was a Mason and a Shriner. Among his survivors are his wife and son, John, Jr., who heads the concern.

Donald J. Reilly, 48, operator of a drycleaning establishment in Geneva, Illinois, died recently. Mr. Reilly is survived by his wife, mother and daughter.

annual CONVENTIONS

1961

January 14 and 15—Minnesota Institute of Laundering & Cleaning, Hotel Nicolet, Minneapolis.

January 21, 22, 23 and 24—National Institute of Rug Cleaning, Chalfonte-Haddon Hall Hotel, Atlantic City, New Jersey. With exhibit.

January 21 and 22—Oklahoma Association of Drycleaners, Municipal Auditorium, Oklahoma City. With exhibit.

January 27, 28 and 29—Louisiana Laundry & Cleaners Association, Monteleone Hotel, New Orleans.

January 31 and February 1—American Institute of Laundering, Bellevue-Stratford Hotel, Philadelphia, Pennsylvania.

February 2, 3, 4 and 5—National Institute of Drycleaning, Sheraton Hotel, Philadelphia, Pennsylvania. With exhibit.

February 16, 17 and 18—Utah State Dry Cleaners Association, Newhouse Hotel, Salt Lake City.

February 17, 18 and 19—International Drycleaning Convention of the Pacific Area, Princess Kaiulani Hotel, Honolulu, Hawaii.

February 24, 25 and 26—Iowa State Cleaners & Dyers Association—Nebraska State Drycleaners Association, Fort Des Moines Hotel, Des Moines, Iowa. With exhibit.

March 11—New Jersey Laundry & Cleaning Institute, Essex House, Newark.

April 27, 28 and 29—Texas Laundry & Dry Cleaning Association, Rice Hotel, Houston.

May 25, 26 and 27—Idaho Launderers & Cleaners Association, Shore Lodge Hotel, McCall.

June 2, 3 and 4—California Drycleaners Association, Jack Tar Hotel, San Francisco.

June 21 and 22—North Carolina Association of Launderers and Cleaners, Inc., Jack Tar Durham Hotel, Durham.

June 23, 24 and 25—Florida Institute of Laundering and Cleaning, Jack Tar Fort Harrison Hotel, Clearwater.

GROSS STAR



TRIPL-SAFE GRID PLATE Masters ANY Fabric

The Grid Plate that CAN'T make a mistake

	1. Part. liner	
	2. Filter screen	
	3. Napped surface	
under 46"	\$29.75
over 46"	\$38.75
mushroom	\$21.75
	from your jobber	

GROSS STAR TRIPL-SAFE GRID PLATE

Patented L. BEHRSTOCK CO. WITH BUILT-IN STEAM FILTER
1708 S. STATE ST. CHICAGO 16, ILL.

Ze-GO

Magic Cloth Wand

Removes pilld, balled knotted condition from sweaters and other fabrics like MAGIC . . . just a gentle, brush-like action does the TRICK

Order Ze-GO from your jobber NOW . . .

\$2.25 per box

Send for FREE Illustrated Literature . . .

Ze

products

Zimmerman Co., Cincinnati 19, Ohio

AVOID CLAIMS

IMPROVE CUSTOMER RELATIONSHIP

Use

MOCO DYE PADS

For spot-dyeing chafed, color-gone and discolored areas

\$21.50 per set
Individual Pads \$1.95 each

Here's a must for every plant to cut costs, reduce claims and keep satisfied customers. Moco Dye Pads give a permanent dye to worn, chafed or bare areas — pressing sets color permanently, will not come out in future cleanings. Complete set of 15 colors, each pad individually packed in glass jar — entire set in sturdy wooden case. One set lasts for years, replace individual pads when necessary.

15 STANDARD SHADES

Black	Light Brown	Red	Yellow	Light Blue
Gray	Violet	Pink	Light Green	Medium Blue
Brown	Wine	Orange	Green	Dark Blue

MOCO Dye Pads are available from your distributor

PACKAGE CHEMICAL CO., INC.

218 W. First St., Boston 27, Mass.

NATIONAL MARKET PLACE

Where buyers and sellers meet

15¢ a word for the first insertion and 12¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 20¢ a word, first insertion; 15¢ a word for subsequent, consecutive insertion. Minimum charge—\$2.50 (new or repeat). Help Wanted and Situations Wanted ads 10¢ a word for first insertion, 8¢ a word for each subsequent, consecutive insertion for same ad. Advertisement set in capitals or bold face type 15¢ a word, first insertion; 12¢ a word for subsequent, consecutive insertion. Minimum charge—\$1.50 (new or repeat).

Add five words if answers are to come to a box number to be forwarded by us. Be sure to write your copy, name and address plainly.

Advertisements in this department must be in our hands NOT LATER THAN THE 10th OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

Rates for classified advertising are net. Classified advertising is not commissionable.

Mail Your Replies to Box Numbers to The National Cleaner, 466 Lexington Avenue, New York 17, N. Y.

CLEANING PLANTS FOR SALE

For sale in eastern Arizona. Complete, small drycleaning plant. Grossing \$80,000 yearly. \$4,500—half down, balance on terms. ADDRESS: Box 9239, THE NATIONAL CLEANER. -2

For Sale: Small solvent plant in central Wisconsin, good location, top prices. Equipment very good. ADDRESS: Box 9250, THE NATIONAL CLEANER. -2

Clearwater, Florida. Beautiful drive-in solvent plant, laundry and cold storage. Finest location. Yearly volume \$85,000. 75% drycleaning with 90% cash-and-carry. Only \$45,000 and easy terms. For this and other profitable plants, contact: Hey Realty, 1717 Drew Street, Clearwater, Florida. 9267-2

SOUTHERN ARIZONA, ONE OF THE MOST MODERN CLEANING PLANTS IN ARIZONA. DOING BIG BUSINESS, SHOWING BIG PROFITS. THIS PLANT IS A CLEANERS DREAM. UNDER SAME OWNERSHIP FOR 13 YEARS. PRICE FOR PLANT \$150,000. WILL SELL BUILDING FOR \$100,000 OR GIVE GOOD LEASE. FOR FULL DETAILS ADDRESS: Box 9290, THE NATIONAL CLEANER. -3

Complete cleaning plant and business for sale at a bargain in southern Illinois. Reason for selling ill health and retirement age. ADDRESS: Box 9295, THE NATIONAL CLEANER. -2

Completely equipped solvent plant, northern Missouri. Ideal man-and-wife operation. Other business interests. Sacrifice. ADDRESS: Box 9296, THE NATIONAL CLEANER. -2

My misfortune—your benefit. Due to heart attack must sell modern synthetic plant in nicest residential DENVER. Yearly gross \$89,000. No reasonable offer refused. ADDRESS: Box 9312, THE NATIONAL CLEANER. -2

Well-equipped solvent plant in southern Pennsylvania, \$14,000. Includes two routes, two trucks, lease if desired, doing \$35,000 yearly. Good opportunity for right person. Priced for quick sale, owner retiring. ADDRESS: Box 9313, THE NATIONAL CLEANER. -2

UNUSUAL OPPORTUNITY long-established quality compact synthetic. Top location. \$50,000 per annum. Average price \$1.75. Sell or lease. Deposit and terms. Middle eastern New York state. ADDRESS: Box 9316, THE NATIONAL CLEANER. -2

Northeastern Ohio—Modern, well-equipped synthetic cleaning plant serving thickly populated area. New Butler 2-bath unit, 1957 and 1959 panel trucks. Gross \$58,000. Reputation for quality work. Same location for 80 years. Price \$40,000. Long lease. For further information ADDRESS: Box 9319, THE NATIONAL CLEANER. -2

Southwest plant for sale—synthetic plant, equipment A-1. \$30,000 gross minimum. Central New Mexico. Clean, top clientele, health and other interests. ADDRESS: Box 9327, THE NATIONAL CLEANER. -2

Blythe, California. Complete modern well-equipped solvent plant. Grossing \$58,000 yearly, could have laundry also. Owner ill, must sell with or without real estate. For complete information contact: R. E. Barry, 185653 East Hobsonway, Blythe, Calif. Phone 13932. 9328-2

FOR SALE: Well-equipped 140° F. solvent plant—gross sales \$35,000. Equipment in excellent condition. Real estate consisting of one-story brick and cement-block building 27 ft. x 70 ft., large lot, ample parking. For quick sale, priced \$32,000. Located in college town in western Pennsylvania, population 8,000. WRITE: Lester P. Williamson, Agent, 283 S. Broad Street, Grove City, Pa. 9330-2

I am retiring and will sell you a fine cleaning plant and drive-in that is making a profit every year. \$117,000 annual volume. Only those with substantial cash need reply. W. I. Peeler, 4502 Queens Chapel Road, Hyattsville, Maryland. 9329-2

Baltimore, Maryland. Established quality petroleum plant with excellent reputation. Gross equipment, can do \$350,000 annually staffed with efficient help. Present volume \$90,000. Selling due to age. \$35,000—\$20,000 down. Long lease on one-story building 4,500 sq. ft. at \$175 month, option to buy. J. L. Rosenfield, 3315 Taney Road, Baltimore, Maryland. 9335-2

Beautiful Chicago suburb. \$52,000 gross this year. All cash-and-carry. One location. Equipped to do \$2,500 per week. Two years old. Best buy in the country for \$29,500 with \$8,000 down and five years at six percent. Will give discount to cash buyer. ADDRESS: Box 9336, THE NATIONAL CLEANER. -2

FOR LEASE

FOR LEASE IMMEDIATELY: Modern 140° F plant in Clinton, Illinois, doing quality work and good business. A real money-maker. Family man preferred, must be SOBER. Reason for leasing have another business. Contact: E. L. Goodall, State Road EE, Camdenton, Mo. 9334-20

HELP WANTED

DYER. Experienced in sample, garments or any dyeing. Old-established cleaning dyeing retail plant. State salary, age, references. Write P. O. Box 38, Miami 37, Florida. 9294-7

PRESSER silk and wool, male or female. Top pay for quality. Sober person. Steady. References. Capital district New York state. ADDRESS: Box 9317, THE NATIONAL CLEANER. -7

WORKING MANAGER quality Detrex plant. Skilled, steady. References. State capabilities and requirements first letter. Albany, New York. ADDRESS: Box 9318, THE NATIONAL CLEANER. -7

Wanted—Manager for quality petroleum plant—New York area. Must have knowledge of spotting, capable of training new help and some mechanical ability. Real opportunity for young talented man. State references and approximate salary desired. ADDRESS: Box 9323, THE NATIONAL CLEANER. -7

SUPERVISOR WANTED: Large firm, located in pleasant city in Middle West, wants supervisor for three of its many package plants. Firm is very progressive, one of the most outstanding in the country. A fine opportunity for energetic young man. Must be experienced, have nice personality and able to get along well with people. High school graduate. Send complete details so interview can be arranged. ADDRESS: Box 9324, THE NATIONAL CLEANER. -7

SUPERVISOR for large chain of modern drive-in drycleaning plants located in the metropolitan New York, New Jersey area. Must have ability to train plant and store personnel. Excellent opportunity for advancement to management level. ADDRESS: Box 9325, THE NATIONAL CLEANER. -7

SITUATIONS WANTED

Manager's position wanted. Will accept cleaner-spotter in medium-sized plant, with washer-extractor unit, if offer is right. Family man, sober, dependable, honest. Would like management in package plant. **ADDRESS:** Box 9308, **THE NATIONAL CLEANER.** -3

Manager's position wanted. 21 years experience. Know all phases of laundry and drycleaning. Managed plants for 10 years. Owned and operated plant for 11 years. 41 years old, sober, family man. Wife has 15 years counter and bookkeeping experience. **ADDRESS:** Box 9333, **THE NATIONAL CLEANER.** 9333-5

Silk and wool spotter for synthetic or petroleum quality plant. Highly experienced and efficient. Sober and reliable. References. **ADDRESS:** Box 9339, **THE NATIONAL CLEANER.** -5

SALESMEN - DISTRIBUTORS WANTED

ESTABLISHED SALES TERRITORY—Accelerated sales expansion program requires that we employ additional salesmen. We need experienced representatives with drycleaning background, willing to travel. If you qualify, write full details first letter, enclose recent snapshot, state territory preference. All replies strictly confidential. This can be your big opportunity. Salary and expense allowance against commissions. Write T. H. McClinton, STA-NU Corporation, 5101-15 Sheridan Road, Chicago 40, Illinois. 9214-14

Salesmen for sale of drycleaning chemicals. New and established territories. Drycleaning experience preferred. Salary and bonuses plus commission. Triple A rated manufacturer. **ADDRESS:** Box 9331, **THE NATIONAL CLEANER.** -14

CONSULTANTS

IN TROUBLE? Our chemical analysis of garments and laboratory reports place responsibility for damage, and save your money. Charges light. **HUBBARD TEXTILE CONSULTING BUREAU, RT. 3, CHARLOTTESVILLE, VA.** 6040-25

Have you a rug cleaning problem? Write Col. James W. Rice, Consultant in Rug Cleaning, 2400 Hayden Drive, Silver Spring, Maryland. 9287-25

LET US TELL YOUR CUSTOMER! Impartial laboratory reports on garment damage for settlement of claims, expert testimony for arbitration or referee. Prompt service, reasonable fee. **TEXTILE ANALYSIS SERVICE,** 53 Auburn St., Concord, N. H. 3635-25

BUSINESS SERVICE

DIRECT MAIL ADVERTISING for cleaners that gets new business at low cost . . . reactivates old customers. Write for free samples of famous Kolorcards. Reba Martin, Inc., 4801 N. W. 2nd Ave., Miami 37, Fla. 5947-10

Suits (double-breasted) made single, \$9.95. Mail orders to White Swan Cleaners & Tailors, P. O. Box 8083, Jackson, Miss. 8919-10

DETROIT and suburbs on-location carpet, furniture cleaning and **DYEING.** Phascolite 8-1680, **CARTER'S Rug Cleaners,** 27234 Ridgewood, Roseville, Michigan. 9310-10

DRYCLEANERS! Add a profitable service to your present business and get individual identification with an outstanding nationally advertised trademark that will serve your present business as well. Package promotion including TV and radio commercials. \$3,500 to \$8,000 investment required. Terms. Unlimited potential in on-location carpet and furniture cleaning field. Experience helpful but not necessary. Will train. Exclusive territories open. **WRITE.** Give references. **MAGIKIST SERVICE CORP.,** Dept. D., 750 S. Cicero, Chicago 44, Illinois. 9311-10

SEWING ROOM SUPPLIES

ASK FOR YOUR FREE PRICE LIST OF TAILOR TRIMMINGS—save 60% on 100 Talon trouserzippers \$11.50—American thread, cuffs, leather-patches, pocketing, buttons, Talonzippers. **NASSAU NOTIONHOUSE, NASSAU, N. Y.** 9279-42

Quality American-made zippers, skirt \$8 per 100, pants \$10 per 100, 22-inch dress 22¢ each. Heavy-duty pants pocketing 50¢ per yard, 180-count taffeta linings 60¢ per yard, 200-count satin linings 75¢ per yard. Prepay and save parcel post charges. George Smolar, 63-09 108th Street, Forest Hills 75, N. Y. 9332-42

avoid costly errors!

Here's a manual
to help you correctly
identify, spot, clean and
finish different fabrics.

"FABRIC FACTS"

The drycleaner's guide to better
processing and finishing of
these fabrics:

- ▶ cottons
- ▶ wools
- ▶ linens
- ▶ silks
- ▶ acetates
- ▶ Orlon-Dynel pile fabrics
- ▶ rayons
- ▶ thermoplastics

Only \$1 per copy

mail your order today!

THE NATIONAL CLEANER

466 Lexington Avenue,
New York 17, New York

Please mail _____ copies of **FABRIC FACTS**
at \$1 per copy. My check or money order is
enclosed.

Name _____

Firm _____

Street _____

City _____ State _____

REWEAVING

"60% PROFIT WITHOUT INVESTMENT." Send us garments with burns, rips, holes to be skillfully reweven by the exclusive **WONDERWEAVE** method. 100 operators, fast service. All work guaranteed for life of garment. No investment, time or labor required. OR, do your own reweaving. We sell equipment for \$19 complete with instructions. Replacement points \$6 each. Write to Wonder Weavers, established 1899, 44 Whalley Avenue, Dept. 9, New Haven, Connecticut. 3298-29

REWEAVING, ONE-DAY SERVICE: Cigarette burns, moth-holes, tears, spots in clothes, linens, rugs, upholstery fabrics, like new. Small jobs returned same day. Send garments for estimate. **GIVE US A TRIAL.** You'll be amazed to see the difference between our work and what you've been getting. Established 1910. American Textile Weaving Co., 5 N. Wabash Ave., Chicago 2, Ill. 5516-29

FOR GUARANTEED REWEAVING SERVICE ship your next damaged garment to us. We use the real French-Rochester Method only. Send us the difficult jobs that others reject. We will do it right or no charge. French Textile Co., Dept. N, 488 Avenue A, Rochester 21, N. Y. 5831-29

REWEAVING. Complete **SALES KIT FREE** including signs, advertising mats, instruction book, **PRICING CHART**, work tickets and envelopes at **NO CHARGE.** A prompt efficient **WHOLESALE** service at a **MODERATE COST.** We reweave the exact pattern in all fabrics. Our complete reweaving service will make you a satisfied, permanent customer. Send garment for estimate. Open accounts if desired. **MONEY BACK GUARANTEE.** **CINCINNATI REPAIR SERVICE,** 125 West 5th Street, Cincinnati 2, Ohio. 6066-29

The old reliable **"BERGER DAMAGE REWEAVING"** serving the cleaners and tailors trade almost forty years. The finest type of skilled work only. Prompt service, reasonably priced. Our work wins you good will. Estimates cheerfully made. Return postage paid by us. If you want the "Best," mail your job to **"BERGER DAMAGE REWEAVING COMPANY,"** 745 Madison Avenue, New York 21, N. Y. 5966-29

REWEAVING BY THE SUPERIOR FRENCH PROCESS. MOTH HOLES, BURNS, ETC., REWOVEN TO THE EXACT PATTERN. COAST-TO-COAST. MODERATE PRICES. SMALL DAMAGES RETURNED SAME DAY RECEIVED. SATISFACTION GUARANTEED. SEND A TRIAL ORDER TODAY. R. M. WEISERT, 315 NORTH 7TH ST., ST. LOUIS, MO. 5545-29

MONEY BACK GUARANTEED REWEAVING. Best possible methods. None better. Display signs, pricing charts, etc. We supply at no charge everything necessary to sell this fine service. Liberal discount. Open accounts. Send garment for estimate or ask for Sales Kit. **WEAVE MASTERS,** 125 West 5th Street, Cincinnati 2, Ohio.

RE-WEAVING AT LOWEST WHOLESALE PRICES, 1-day service, we pay return postage, work guaranteed for the life of the garment. Satisfaction or no charge. Special low prices on large damages. Free estimates in advance if requested. Write for free signs, pricing rulers, labels. **THRIFTY WEAVERS,** 1412 Adams St., Toledo 2, Ohio. 7446-29

WHOLESALE DYEING FOR THE TRADE

SHARP'S REDYEING COMPANY—DYEING EXCLUSIVELY. WHOLESALE ONLY. We are now located in a large building and, in addition to our regular service on garments and household goods, are equipped to give you a complete service on rugs and carpets, any size. 977 Jackson Avenue, Memphis, Tennessee. 160-12

LOEBL DYEING IS THE FINEST QUALITY PRODUCED. All garments are deluxe and semi-finished, wrinkle-free, soft feel, easy-to-press. Individual inspection of each piece assures satisfaction or money back. We specialize in draperies, slipcovers and rugs. Loeb's dye all colors every day. Quick service to parcel-post shippers always. Use **LOEBL'S EXPERT WHOLESALE DYEING SERVICE NOW** for better work—bigger profits. **LOEBL DYE WORKS, INC.,** 348 W. SALEM AVE., ROANOKE, VA. 9285-12

TRAINING SCHOOLS AND INSTRUCTIONS

HUBBARD DRYCLEANING AND REDYEING SCHOOL, Route 3, Charlottesville, Virginia. Courses offered in drycleaning (petroleum and synthetic), spotting, wetcleaning and dyeing. Study while you work and do both to advance yourself. Catalog sent on request. **A CORRESPONDENCE SCHOOL SERVING THE INDUSTRY SINCE 1932.** 5902-15

BIG EXTRA PROFITS IN INVISIBLE REWEAVING! Do it yourself—in your own shop giving customers finest work and prompt service. Find out how quickly you can learn to make holes, tears, cuts **DISAPPEAR** from all clothing and fabrics. Famous original Fabricon professional method pays up to \$10 in an hour—**ALL PROFITS!** Write for **FREE** details. Fabricon, Dept. R R, 6838 Broadway, Chicago 40, Illinois. 8398-15

INSTRUCTIONS IN TAILORING, REPAIRING, DESIGNING AND CUTTING on men's and women's garments. (3 Separate Books.) Free booklets describing these books sent on request. Master Designer, Dept. K, 400 S. State Street, Chicago, Ill. 9278-15

SUEDE, LEATHER AND FUR SERVICE

Suede and Leather Specialists. **"Lane-Lustre"** process. Natural oils, color and softness restored. Send for information folder and price list. Free window display sign with first job. One-week service. Send to—**Wardrobe Service,** 2425 McGee, Kansas City, Missouri. 8088-13

SUEDE and LEATHER—Cleaned, dyed, refinished. Guaranteed **"FRENCH-TEX"** process. **LaFRANCE DYE HOUSE,** 7606 Carnegie Ave., Cleveland 3, Ohio. "Members of the S.L.R.A." 7947-13

FROM OUT OF THE WEST, comes suede & leather work at its **BEST.** **RICHARD KELLEY'S MEL-O-FLEX SUEDE & LEATHER REFINISHING SERVICE,** 300 West Grand, Oklahoma City 2, Okla. Member N.I.D. and S.L.R.A. 8901-13

SUEDES AND LEATHERS cleaned and dyed to perfection. Prompt service. Fully insured. Any jacket \$4.00. Ship to **THE SUEDE KING,** 1311 East State Street, Sharon, Pa. 5234-13

FURS—cleaned, glazed, repaired, altered, and remodeled, by the famous **LANO LUSTRE** process. Guaranteed workmanship, fast service. Complete storage facilities. Send for complete price list and informational folder. **Wardrobe Service,** 2425 McGee, Kansas City, Mo. 9190-13

MERCHANDISE FOR SALE

Nylon laundry nets 24" x 36" only \$13.50 per dozen, hanky nets \$3.95 per dozen, 18" x 30" nets \$4.95 per dozen. Nylon filter bags for Prosperity drycleaning machines \$29.50 per set. Write L. S. Supply Company, 211-57 18th Avenue, Bayside 60, N. Y. 9120-45

SOLVINK—a product continuing to serve the drycleaning and laundry industries for 30 years, tried and tested throughout the U. S. and Canada, has to be good. This is the story of **SOLVINK.** Removes **INK, PAINT, BLOOD and RUST** stains from colored and white fabrics, 8-ounce, pint, quart or gallon. Order today from your jobbers or from Greenville Chemical Co., Greenville, S. Car. U. S. A. 9305-45

RING UP EXTRA PROFITS! Display our latest fashion neckties. \$1.50 value to sell for only \$1 each. Cost you 60¢ each. Self-service display rack furnished you. Minimum order two dozen, 2 sample ties \$1. **MONEY BACK GUARANTEED!** Serving drycleaners over 10 years. Blasi, Dept. 7, 386 Fourth Avenue, Newark, New Jersey. 9336-45

MACHINERY FOR SALE

Two-roll, 100" and 120" **AMERICAN** and **C/L RETURN FEED IRONERS** **MECHANICALLY EQUAL TO NEW.** **CUMMINGS-LANDAU** Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 8310-4

42 x 84" AMERICAN MASTER CASCADE double end driven Monel metal washers, two-compartment two door cylinders, motor-driven. **CUMMINGS-LANDAU** Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.

FOR SALE: 1—300 LB. WASHEX WASHER-EXTRACTOR—CONDITION EXCELLENT. ADDRESS: Box 9306, THE NATIONAL CLEANER. -4

Silver King rug cleaner, rental unit, in perfect condition. Phalen Cleaners, 111 S. Madison, Mason City, Iowa. 9320-4

WILLIAMS will pay highest prices for complete drycleaning plants. **ALSO** have available complete line of new and up-to-date rebuilt drycleaning equipment. **WRITE, WIRE or CALL** for your machinery needs at low—low—prices! **WILLIAMS** Laundry Machinery Co., 37-37 9th St., Long Island City 1, N. Y. Stillwell 6-6666. 9321-4

GUARANTEED COMPLETE PETROLEUM CLEANING ROOM, CONSISTS OF: 1—Model 200 Washex, 1—7M G.P.H. Olson tubular filter, 1—5M G.P.H. Gross Model A filter, Monel screens, 1—100 G.P.H. Gross still M.D. pump, 2—Huebsch tumblers, 1—Gross air tumbler, 2—5 HP. Marlow filter pumps, 2—Ross solvent coolers and all pipes and fittings. Also, 2—5M G.P.H. Butler filters with scrapers, 2—1500 G.P.H. Hoffman filters, 4—3 HP. Ingersoll Rand filter pumps, 1—36 x 54" Gross Silox washer, 1—30" M.D. extractor, 1—45" Pantex air-operated utility press, 1—2000 G.P.H. Olson Perk filter and Pantex muck cooker. Benz Engineer & Equipment Co., 92 Maryland St., Springfield 8, Mass. Phone RE 4-0972. 9322-4

Synthetic cleaning machine, American-Martin open-phosphate, reversing cylinder, excellent condition. Also filter and still and 35-pound reclaimers. \$1,195 complete, terms if desired. Oakton Cleaners, 4117 Oakton St., Skokie, Illinois. 9337-4

For sale—two 50-pound gas Hammond laundry dryers. Good condition. \$150 each. Breen Cleaners and Laundry, 401 North Main, Monmouth, Illinois. 9338-4

MACHINERY WANTED

WANTED: USED HOFFMAN UTILITY PRESSES, any model, any amount. Address: "M.A.T.S.A.," Alvaro Obregón #147—Santa Anita, Ixtacalco—México 2, D. F. 9094-3

ADVERTISERS *in this issue*

A		M	
Adco, Inc.	60-61	Manitowac Engineering Corp. ...	33, 34
Aeronautical Electronics, Inc.	20	Marlow Pumps, Division of Bell & Gosssett Co.	77
Ajax Presses	57	Mercury Cleaning Systems, Inc. ...	39
Ald, Inc.	53		
Almore Dye House	94	N	
American Cleaners Equipment Co. ...	27	National Indemnity Exchange	96
American Permac, Inc.	55	Newhouse Specialty Co., Inc.	12
Anderson-Prichard Oil Corp.	37	Norge Sales Corp.	83
Anscott Dry Cleaning Products Inc. .	9		
Arvan Products Inc.	73		
B		P	
Behrstock Co., L.	97	Package Chemical Co., Inc.	97
Bishop Freeman Co.	71	Pantex Manufacturing Corp.	14-15
		Pennsalt Chemicals Corp.	13
C		Pre-Marked Strip-Tag Co.	56
Caled Products Co., Inc.	23	Prosperity Co., The	4th Cover
Cissell Manufacturing Co., Inc., W. M.	25, 47, 91		
Coat Retainer Co., The	94	R	
Cook Machinery Co., Inc.	93	Reliable Machine Works, Inc.	96
		Rema Corp.	89
D		S	
Darco Division, Atlas Powder Co..	42-43	Sanitone Dry Cleaning Service, A Di- vision of Emery Industries, Inc. .	31
Davies-Young Soap Co., The	1	Shell Oil Co.	21
Detrex Chemical Industries, Inc. .	67-70	Signal Chemical Manufacturing Co..	81
Diamond Alkali Co.	75	Spencer Corp., J. P.	79
Dicalite Department, Great Lakes Carbon Corp.	4-5	Street & Co., Inc., R. R.	7
Duraclean Dealers of America	85		
E		T	
Eaton Chemical & Dyestuff Co.	51	Time Savers, Inc.	24
Erie Manufacturing Co.	22		
F		U	
Ford Motor Co.	2-3	United Brass Works, Inc.	59
Frontier Chemical Co.	17	U. S. Blind Stitch Machine Corp. .	92
Fulton Boiler Works Inc.	64	U. S. Industrial Chemicals Co.	87
H		V	
Haertel Company, Walter	65	V & W Equipment Co.	95
Hoyt Manufacturing Corp.	41	Vanbar Co.	71
Huebsch Originators	45	Vic Manufacturing Co.	18-19
		Viking Pump Co.	16
J		W	
Johns-Manville	Second Cover	Wallerstein Co., Division of Baxter Laboratories, Inc.	49
		Washech Machinery Corp.	63
L		Whirlpool Corp.	10, 95
Lattner Manufacturing Co., P. M. .	96	Wichita Precision Tool Co., Inc..	3rd Cover
		Wilson Chemical Co., A. L.	11
Z		Z	
		Zimmerman Products Co.	97

MR. MANUFACTURER:

YOU REACH YOUR MARKET OF VALUE

... through the advertising pages of THE NATIONAL CLEANER, whose readers PAY for each issue because they want and need the information they get month after month to guide them in their day to day operations.

The current issue provides up-to-the-minute information on such timely subjects as:

- OVERHEAD CONVEYORS — Solving Cramped Garment Storage Problems
- AIR COMPRESSORS — A Growth Tool for Drycleaners
- HOW A PROGRESSIVE SOUTH AMERICAN DRYCLEANER UTILIZES MODERN PLANT EQUIPMENT

They're articles that work for the drycleaner and for you! They help the plant owner build his business, maintain efficient operations and increase his profits. They're typical examples of the editorial service drycleaning management expects and gets from the industry's leading publication.

In NATIONAL CLEANER, your advertising shares in this readership of the most aggressive, able-to-buy plant owners.

THE NATIONAL CLEANER

466 Lexington Ave.
New York 17, N. Y.
ORegon 9-4000

THE CUSTOMERS ALWAYS WRITE

Promotion for School

To the Editor:

Will you please send me one to six tear sheets from the September 1960 issue of your magazine? The article is entitled "Cooperative Program Brings New Blood Into Industry" by Harry Yeates, pages 42 and 44.

VIOLA M. JOHNSON
Coordinator, Apparel Trades
Trade-Technical Junior College
Los Angeles, Calif.

More School Promotion

To the Editor:

Would you please send us fifty copies of "Cooperative Program Brings New Blood Into Industry" by Harry Yeates, found on pages 42 and 44 in the September 1960 issue of THE NATIONAL CLEANER, including the pictures also if possible. They are wanted for COE distribution all over the state of Missouri.

VIRGIE KING, Librarian
Aurora Junior-Senior High School
Aurora, Mo.

Group Promotion

To the Editor:

Please send me information on the promotional materials used by the Mohawk Valley Chapter [NATIONAL CLEANER, September 1959]. The Lions Club and the Home Economics teacher have been asking for it.

JOSEFINA P. CABRERA
Cabrera's Dry Cleaning Plant
Arecibo, Puerto Rico

Own Plant Pays

To the Editor:

For the past seven years we have operated a press shop and our cleaning is being done by a regular wholesaler. We are presently paying 17 cents per piece or 34 cents for a man's suit. Our retail charge is \$1.35 for this same suit.

Our rough cleaning bill is about \$7,000 annually. We, of course, do all of our own finishing. We have complete pressing equipment including a 6 hp. boiler. We are seriously considering purchasing our own cleaning equipment and are faced with the problem of financing this transaction. The cost will be approximately \$10,000 for a 30# machine, reclainer, still, scale and spotting board.

In view of our present expense of \$7,000 per year for cleaning, our base

price of \$1.35, would the purchase of this new equipment be practical and good business? Would we be able to set aside from our present cost enough to take care of the notes on this equipment and clear these in full in three or four years?

The machine men all claim that an increase in volume of 15 percent to 20 percent is a natural sequence when the work is all done on the premises. Is this a fact?

I have very carefully read your monthly magazine over the years and many other articles that I was able to get, but I still am not sure that our contemplated move is sound.

G. C., Connecticut

There is little question but that a cleaner can drastically cut cleaning costs and also improve quality by operating his own equipment. Actual production cost—including solvent, detergent, steam and electricity—should run somewhere in the neighborhood of 5 cents per piece. The equipment should pay for itself within a few years. Also, it will definitely increase volume. The recent motivation research report of the National Institute of Drycleaning pointed out that people prefer to deal with cleaners who do the work on their own premises. Where there is concern about a large capital investment at this time, we suggest considering the several leasing propositions that are available to cleaners today.—EDITOR

Information Furnished

To the Editor:

I am preparing a monograph for the Institute for Research in Chicago on Management Careers in the Drycleaning and Laundry Industries, with particular emphasis on the small owner and operator. This monograph will be distributed to high school and college guidance counselors throughout the country to give young people who may be interested in entering these fields an idea of the opportunities, training needed, and trends developing.

Let's Hear From You . . .

We welcome your inquiries, your views about every phase of the drycleaning industry, your problems and your solutions to problems. Address:

The Editor
The National Cleaner
466 Lexington Avenue
New York 17, N. Y.

If you have available reprints of articles on how young people should get started in the drycleaning industry; what educational courses they should follow that will help them in the career; the problems as well as the advantages of such a career, and an estimate of the income one can expect to attain, I would be extremely grateful.

JANE BARTON
Associate Editor
The Modern Hospital
Chicago, Ill.

Coin-Ops and Clean-Only

To the Editor:

Please send me names of the manufacturers of coin-op drycleaning machines. Also, I would like to know if in the towns where these machines are in operation any drycleaner has offered "clean only" service and if so what success he has had.

H. L. TALLMAN, JR.
Ruddicks
Elmira, N. Y.

Manufacturers' addresses were sent. Roundup on coin-op drycleaning situation appeared in August and September 1960 NATIONAL CLEANER; feature stories on clean-only operations in May and November 1960 issues. Also see California convention report, August 1960.—EDITOR

Editor's Utopia

To the Editor:

We like your magazine and we think it is tops, and we want to continue to take it. Some people give us their magazine and we don't think as much of it as we do yours when we pay for it.

P. N. PLYLAR, President
Utopia Cleaners and Dyers, Inc.
Birmingham, Alabama

Anticipated "Must"

To the Editor:

Can you please inform me of subscription rates in sterling and is your publication available over here?

I have taken all the British journals of the trade available and nothing compares in articles and information as yours does. As a future executive—(at present only a trainee) I consider your publication "a must."

THERENCE J. COTTER
Roath, Cardiff, South Wales
United Kingdom

Adjusta-Form
"Fashioner"

**THE FINEST, BIGGEST SELLER
 OF STEAM-AIR FINISHERS HAS
 MORE THAN DOUBLED PRODUC-**

TION—There's a more thorough, finer finish with the automatic Fashioner Model A-3. Wools, silks, wash-and-wear, even her delicate robes and his heavy hunting jacket. **PROVEN** labor time savings up to 40% and more per garment with the Fashioner Model A-3 with Step-O-Matic controls. Cuts costs while **DOUBLING** your production. All types of garments... all fabrics are perfectly formed... perfectly fitted — faster.



Miss Adjusta-Form introduces
 her new rugged brother...

Adjusta-Form

PANTS TOPPER



ANOTHER DOUBLE IN PRODUC-

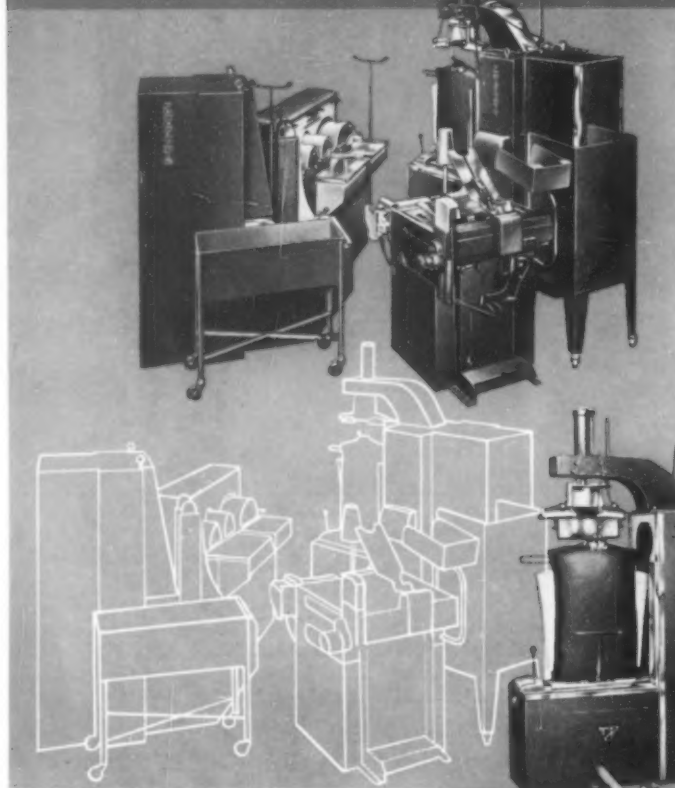
TION AND QUALITY— Another step in automation, Adjusta-Form Pants Topper with the Step-O-Matic controls. With one operator you can lessen costs, double production... **MULTIPLY** quality! With positive pressure to the exact size, hard to reach wrinkles and static are removed and the entire leg is conditioned. A step of the toe and Adjusta-Form Pants Topper steams, air dries, and cuts off... it's automatic... with Step-O-Matic. Time tested. Time **PROVEN**. See your Adjusta-Form jobber for a demonstration.

© Wichita Precision Tool Co., Inc. '1960

WICHITA PRECISION TOOL CO., INC.

430 NORTH WILSON - WICHITA, KANSAS

THE UNIT *with a future* AVAILABLE TODAY!



START WITH **PROSPERITY'S®** *Fully-Automatic* **CABINET SHIRT UNIT**

Flexible — can be
operated by either
1 or 2 girls. Minimum
training. Minimum
floor space.

**LATER ADD
1 Press — 1 Girl
Up Production 50%**

Continual flexibility for 2 or 3
girl operation. Requires only
a small amount of additional
floor space.

POWER-RAMIC



Symbol of Superiority

**YOUR PROSPERITY REPRESENTATIVE
HAS THE FACTS. CONTACT HIM TODAY!**

®Registered Trademark, Copyright 1960, The Prosperity Co.

The **PROSPERITY** *Company*

DIVISION OF WARD INDUSTRIES CORPORATION

FACTORY AND GENERAL OFFICES, SYRACUSE, N. Y. — SALES AND SERVICE BRANCHES IN ALL PRINCIPAL CITIES



